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The Hudson triangle

Hudson Motor Car
Company

No. 123865

STATIONERS
OFFICE
SUPPLIES



PRINTERS
LOOSE-LEAF
SYSTEMS

HILTON, HART & GARRETT CO.
3150 CASS AVENUE
DETROIT



The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, OCTOBER 25, 1919

NUMBER 2

Vol. 9 No. 1 - Not Available

Work Begins on Two New Buildings as Assembly Plant Opens

\$2,250,000 Expansion Program Nears Completion

Bentley Historical
Library
University of Michigan

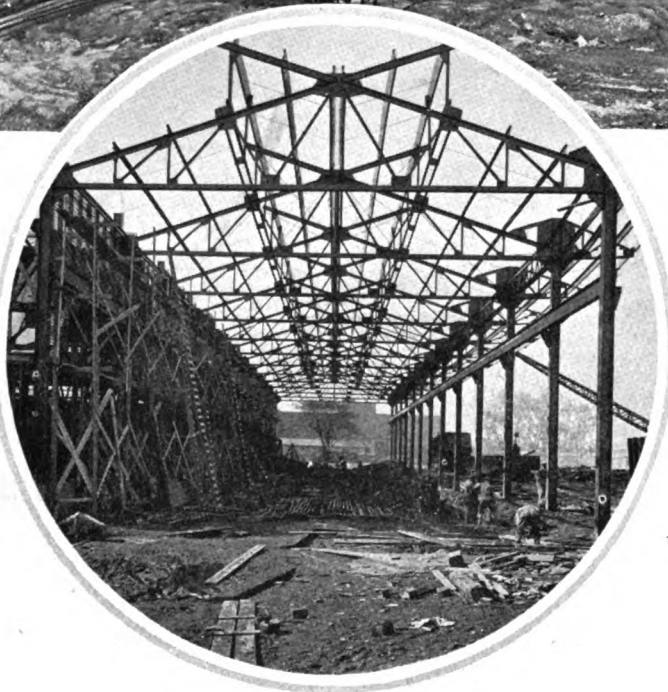


ON Wednesday, Oct. 22nd, just four months from the time work was started, the first chassis moved slowly down the chains in the new \$1,220,000 assembly plant.

Combining every facility of scientific engineering with many exclusive and advanced methods to assure maximum efficiency, accuracy and fine workmanship, this plant is scheduled to be in full operation by Nov. 15th.

In the meantime, just to the south of it and directly across the railway tracks, two new structures are steadily rising—a machine shop and a heat treatment plant—to be used on both Hudson and Essex production.

Both buildings are one-story, steel and concrete construction and will be in full operation soon after the first of the year. With the assembly plant, they will add more than 276,000 square feet of manufacturing space to the 1,000,000 square feet already available.



Bird's-eye view of 42-acre tract containing assembly plant, shipping docks, railway tracks, and two new buildings now under construction are shown at top. Below is a picture of the Essex shipping platform.

The ground occupied by these three buildings and by the plant erected to turn out shells for the government which also will be used for production purposes, totals more than forty-two acres, in addition to the twenty-six acres of land now occupied by the main factory.

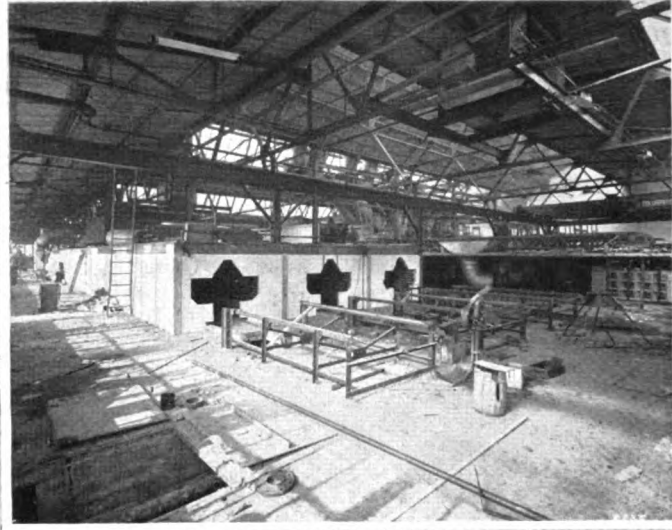
Thus, in a period of only a little more than six months, the ground space available has been more than doubled, while there has been

an increase of over 25 per cent. in actual manufacturing space—the greatest expansion of facilities in the history of the company during a like period.

The new machine shop will be four hundred feet in length by three hundred feet in width and will contain 120,000 square feet of floor space. The building itself will cost about \$300,000 and the equipment approximately \$600,000 more.

The heat treatment plant will be two hundred feet long by one hundred feet wide, containing

THE HUDSON TRIANGLE



20,000 square feet of manufacturing space. The building will cost approximately \$50,000 and the equipment in the neighborhood of \$100,000.

The four buildings in the new group occupy a square block of land about three minutes walk south of the main factory. The belt-line railway which runs to the main factory also cuts through the center of this square with two of the new buildings on each side of the tracks.

At the present time there are more than 6,000 factory employes and this number will be almost doubled when the new buildings are finished and swing into full production with the beginning of the new year.

As the new assembly plant at present is only equipped to house the Essex assembly lines, final tuning,



Interior of the new assembly plant taken last week a few days before it was opened. The top picture at the left shows the beginning of the chassis assembly. At the right, the end of the first coat paint line, and below, the beginning of the final assembly—three parallel lines.

chassis paint and shipping facilities, Hudson and Essex motors will continue to be built in the main factory which will house the Essex machine shop, engine test, beside the present Super-Six production facilities which

will be enlarged greatly.

And this is only part of the vast expansion program resulting from the constantly increasing demand for Hudson and Essex cars—a demand that even an authorized production of approximately 70,000 cars in 1920 will be unable to satisfy.

With the greatest winter business in the history of the industry opening up just ahead, the changes at the factory will be made without any slackening of production such as has been usual in previous years during the cold months.

As a result Hudson and Essex distributors and dealers will profit more greatly than any other group of men in the industry from the constantly rising tide of prosperity and the unprecedented demand for cars.



The front of the new Assembly Plant, looking from Waterloo Street toward the railway tracks

THE HUDSON TRIANGLE

Number of Hudsons in South America Amazes Traveler



TWO years in Bolivia and Chile, installing dredges for the Bolivia Tin Corporation, has given Charles A. Wilson, who has returned to the United States, an interesting fund of information regarding the two South American countries.

"A large number of motor trucks are operating down there in the mining districts," he said, "but previously all the traffic between the mines and business marts was carried on by means of llamas or burros."



"Indians had charge of these llamas, handling them much better than other nationalities. Each llama carries fifty pounds and each knows his load. Overload one of them and he calmly and peacefully lies down and waits for a few pounds to be taken off."

"When I landed at Antofagasta, Chile, I was surprised at the number of Hudson Super-Sixes in the town. There were hundreds of them to a very few small cheap cars. The same is true of Potosi and La Paz, in Bolivia."



"At first I thought that somebody with a big official 'pull' must have got the inside track in selling Super-Sixes in that country, but I learned upon inquiry that

these are the only cars that will perform well in the high altitudes.

"Potosi is 14,000 feet above the sea level and La Paz 12,000 feet. Hudson cars also are used extensively in transporting goods in that country."



Hudson Victor in Race

In a race on a half-mile dirt track at the Pocomoke (Md.) Fair Grounds on Oct. 11th, between a Hudson Super-Six Four-Passenger Phaeton and a Stutz Roadster, the Hudson, driven by Milton Bodley of Lecato, Va., won two out of the three five-mile heats.

The Boy and Business

THE boy of to-day is the automobile purchaser of to-morrow, and is a power now.

A motor car fascinates him—it appeals to his imaginations—he has visions of speed—of driving—of being its master—of going anywhere he pleases.

It is surprising the automobile knowledge stored in the average boy's head. He knows all about cars, especially if his father owns one. Even if he doesn't, the boy is keeping posted.

And when a purchase is made, the boy has his say, and sometimes the son has the deciding word.

For these reasons treat the boy with the same courtesy you would bestow on the man with a check in his hand.

His opinion might count; you don't know how soon, so be nice to him; treat him like a grown-up—he is going to be one soon.

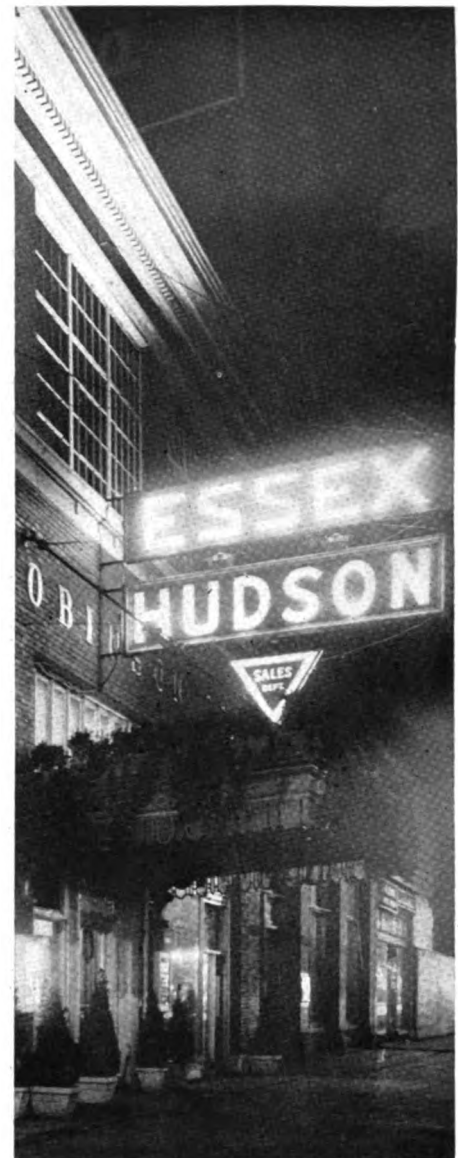
Boys are great catalog collectors at shows. They read eagerly all matter pertaining to the automobile. They are storing information for future use. It is not idle curiosity.

In a good many cases the boy is not given any attention at all. But this should not be. Treat him with respect. It will pay you in the long run.—*Motor in Canada.*

AS business is simply supplying one another's wants, it requires that we think of others first and ourselves afterwards.

IT all depends upon how you look at the rough road to success. Some fellows call the rocks "stumbling blocks"—others call them "stepping stones."

A REAL salesman is one part talk and nine parts judgment. He uses the nine parts of judgment to tell when to use the one part talk.



Night view showing the attractive arrangement of the big Hudson and Essex electric signs over the entrance to the Bemb-Robinson Co. salesroom in Detroit.

Hudson Tribute From Peru

"In 1916 I purchased the first Hudson Super-Six brought to Lima, Peru," writes Alfred Field, of Lima. "This car gave such satisfactory service that in December, 1917, I bought a 1916 model which proved just as good. In July, 1918, I availed myself of a third Hudson and I am pleased to honestly state that they have in every way given me entire satisfaction. On overhauling lately my first car, all its parts were in perfect condition. I can therefore highly recommend the Hudson as a good trustworthy car for comfort, durability and simplicity."



View of building operations on the new machine shop looking south-west from the Essex shipping dock.

Don't Drive a Thoroughbred as You Would a Draft Horse

Heat is POWER—Use It!

"**B**UT I've been driving automobiles this way for ten years," protested the dealer as he guided the Essex down a crowded thoroughfare.

"That don't make it right," retorted the service man. "You can't handle a race horse as you would a draft nag, but that is just what you are trying to do with this car."

"The one way to drive it is to realize that you are dealing with a thoroughbred **AND TREAT IT LIKE ONE.** That is the only way you can get the full benefit of the marvelous efficiency its advanced design makes possible.

"For instance, every time you slow up for traffic you throw out the clutch and race your motor. Now that's almost entirely unnecessary. It's a relic left over from the prehistoric days immediately following the 'one lunger.'

Don't Be a "Two-Pedal Man"

"The right way with the Essex is to use your motor as a brake. Just a touch of the foot on the brake or accelerator is all that usually is necessary. You have just as wide an acceleration range in the Essex as any motor regardless of number of cylinders. **DON'T THROW OUT THE CLUTCH EVERY TIME YOU TOUCH THE BRAKE.**

"By using your clutch all the time in the old fashioned way you get a jerky, indifferently running car. Let the engine do the braking, however, and you have a smooth, velvety, powerful response to your **SLIGHTEST TOUCH** that is the utmost luxury of motoring.

"Recognize that the world is progressing all the time and don't refuse to avail yourself of the advancements of science just because they happen to be 'new.'



Shutters easily regulated from dash, the most advanced method ever devised for utilizing the motor heat, which means **POWER.**

Heat Means Power

"Then, you do not keep your motor running at its most efficient temperature and so do not get the superior performance of which it is capable.

"Heat is power. Also it is absolutely essential to vaporize the low grade fuel we are getting these days. Here is what one owner says about this in a letter:

'Until I had driven my Essex over the 5,000 mile mark, I hesitated to volunteer an opinion on it. Now that I have done so I have no hesitation in stating that I believe that when properly controlled the Essex will yield faster and more comfortable transportation than any other stock automobile, which is undoubtedly its manufacturer's aim.

'After passing Essex drivers on hill climbing contests, I have examined their engine temperature and fuel supply conditions and have been disgusted with their utter inappreciation of the harmfulness of gorging a cold engine with a superabundance of raw fuel, and also their indifference in regard to their lubricating oil.

'American business has never seen a more magnificent coordination of design and manufacture than the past year's Essex history, but I am ashamed to tell you how long it took me to learn the proper temperature, fuel and firing control for efficient results, because of lack of proper instruction.

'The problem of engine cleanliness and efficiency is somewhat analogous to burning all the tobacco in a smoking pipe and I believe is well worthy of more attention than it receives.'

Real Automobile Assets

"With the shutters on the Essex you have the best means ever devised for keeping your engine at its most efficient temperature.

"It is only by making use of these shutters so as to always keep the red line in the motometer at, or slightly above, the **CENTER OF THE CIRCLE** that you can realize all the wonderful efficiency the Essex puts at your command.

"The gas lever also should be so regulated as to keep the mixture as



Keeping red line in center of circle assures operation of engine at most efficient temperature.

lean as possible **AT ALL TIMES.** These are such simple things to do that it is folly not to take advantage of their benefits.

"Other cars which lack these advantages also lack the superior performance to be found in the Essex."

Other cars have to operate through practically half of the year with their hoods swathed in unsightly bandages to retain the heat. On the Essex the shutters and louvre plates do away with all necessity for such makeshifts.

These are **DISTINCTIVE ADVANTAGES** and not to use them is to fail to obtain the maximum efficiency put at your disposal by the advanced design of the Essex.

High Resale Value of Essex Amazes Dealer on Coast

"The Essex has been a winner from the very start," writes Robert Atherton, Essex dealer at Long Beach, Calif., "Most of my sales have been to former owners of six and eight-cylinder cars—doctors, lawyers, salesmen, farmers, ship-yard workers, and, in fact, to men in almost every walk of life.

"Perhaps the most interesting fact about the Essex is its remarkable resale value. I am now using my third demonstrator, having sold the others for full list price as is, after using them about 2,500 miles each. I have traded two Essex in on Hudson Sedans and resold them for \$50 more than they originally brought, due partly to the raise in price, of course.

"Wm. N. Evans, the man who bought my first demonstrator, made a round trip from Long Beach to Salt Lake City with a clean score, averaging nearly 17 miles to the gallon of gasoline and 1,200 miles to a gallon of oil. He has driven his car to date more than 8,500 miles on the original Fisk fabric tires.

"Geo. E. Riblet paid \$1,595 for his Essex, drove it all through the upper Sierras on a two months' camping trip, passed up everything he met on the road and just resold it for \$1,650 when he decided to make a trip east.

"J. T. McInnes, a former six-cylinder car owner, who drives close to 2,000 miles a month, has called on us for just 30 minutes service since delivery of car on July 17th.

"We have issued an open challenge to any car to equal the remarkable performance of the Essex on Signal Hill here, but have received no answers."

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 1, 1919

NUMBER 3

One Glance Ahead Today is the Time To Pave the Way for Tomorrow's Sales

20,000th Essex Motor is Completed

THE 20,000th Essex motor swung quietly from the engine assembly line to the test block at 12:30 p. m., Monday, October 27th.

The event marked the completion, in part, of the greatest production task ever undertaken by any factory in the history of the industry.

But the steady flow of material through the shops never halted, not a man paused in his work and scores of other motors moved in a seemingly endless stream down the assembly lines.

And yet the scheduled year's production of Essex motors had been completed. Then why continue?

Because production has begun to set a relentless pace for sales, the result of which will become apparent in your increased profits next year.

Having finished part of the gigantic undertaking well ahead of schedule, production immediately turned its energy toward the building up of a reserve as a provision against any possible emergency.

In the roar of its exhaust, as it picked up speed on the block, this 20,000th motor emphasized one great fact—the importance of building for the future.

It said in no uncertain tones that now is the time to go over in our minds the things we could do, but are not doing, to pave the way for tomorrow's sales.

Conditions are unusual, but are you still plodding along with the usual methods, or are you wisely shaping your methods not only to meet today's needs but also to lay a solid foundation for future growth?

Take care of the future and the future will take care of you is a business truism. But what are you doing toward preparing your territory for next year's record-breaking production?

One distributor, for instance, plans to divide his

city into zones in each one of which he will station an observer to size up the cars that pass.

This observer will look for prospects. He will note the make of the car, its general condition and the type and class of its occupants.

License numbers taken will be analyzed, the owner's names listed on cards, examined and studied. This information then will be given to a salesman.

With a telephone operator's headpiece clamped over his ears, this salesman will then call up these prospects. He will be schooled and coached in the art of 'phone conversation, will pick out the most suitable opening argument, judging from the information on the cards, and endeavor to interest the prospect sufficiently to make a definite appointment.

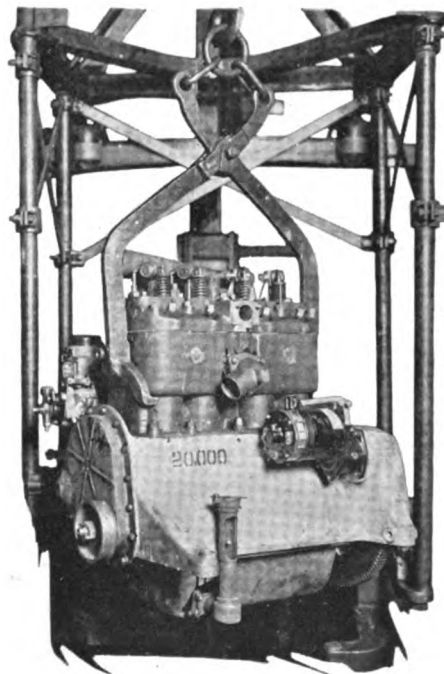
"Out of fifty persons each salesman will call up every day," declares this distributor, "he will average about eight prospects, and out of these eight, he will average between one and two sales.

"In addition," he continued, "we will carry on forceful campaigns by means of typewritten letters to owners of cars not only in the Hudson and Essex price field, but also as far down the scale as Ford, and as far up as the owners of the most costly machines on the market.

"We will make special arrangements to obtain reports on prospects from our service departments. We will procure a good many from this source, as quite a few who own a Hudson Phaeton will wish an enclosed car and many who own an Essex will want a Hudson.

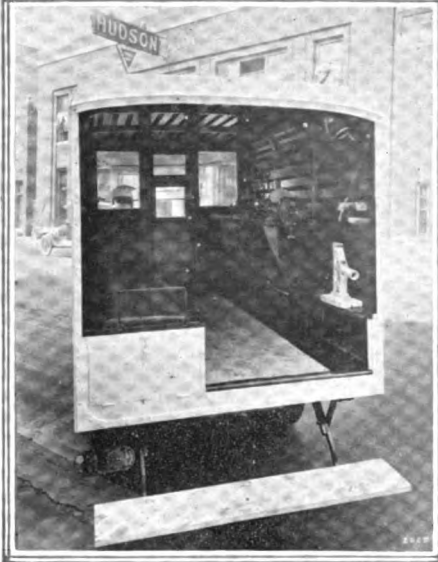
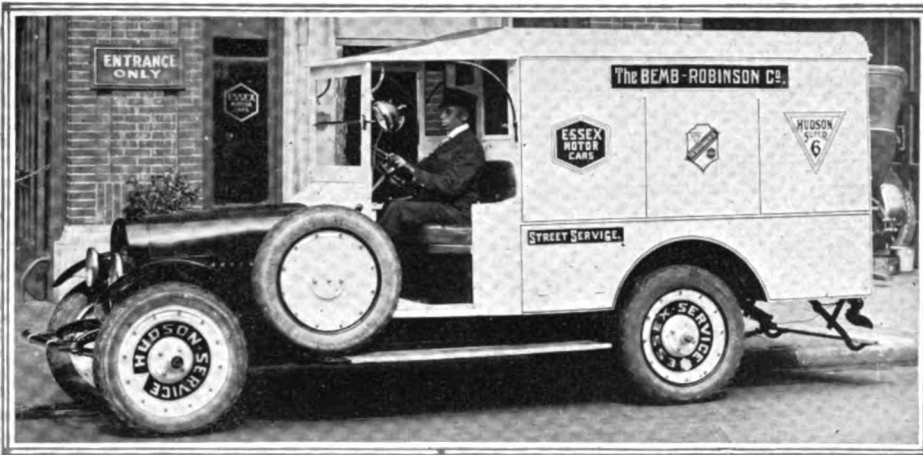
"Then we will open our salesroom earlier than ever before and remain open later in the day."

And so wise distributors and dealers everywhere are following the example of production in preparing now to smash all previous records.



The 20,000th Essex motor being lifted off the engine assembly line, on its way to the testing block.

THE HUDSON TRIANGLE



Putting Speed in Service

THAT song "I Want What I Want When I Want It" should have been written about service.

Anyhow it was with that idea in mind that Walter Bomb, of Detroit, designed the model service wagon shown above.

A completely equipped repair shop mounted on a Hudson chassis, it represents the last word in speed and efficiency in taking care of the needs of Hudson and Essex owners.

"Few owners today expect something for nothing—they understand that 'free' has nothing to do with 'service' but they do 'Want What They Want WHEN THEY WANT IT,'" says Mr. Bomb.

Essex Smashes All Records in 105 Mile Road Run

FROM Astoria to Portland, Oregon, over the lower Columbia river highway, in two hours and 21 minutes!

That is the record set by an Essex driven by Forrest Bradley who was accompanied by George V. Adams, salesman for the C. L. Boss Automobile Co., of Portland.

The time made smashes all previous records and sets a new high mark for automobile endurance in the northwest. The distance was approximately 105 miles and the average running time over good road, bad road, straightaway, curves and all was approximately 45 miles an hour.

In making one of the greatest runs for a road record ever known in Oregon, the Essex beat the best previous time by 51 minutes. And the Essex which made this record was not a special racing machine, but a standard, five-passenger car from which the top had been removed. But the touring body and windshield remained, so that the car was in no way a stripped chassis.

It was just a standard car in every respect and its feat only goes to show the superior endurance which is a feature of every Essex.

Women Drive Closed Car 1800 Miles Through Wilds

An 1,800 mile trip through the Sierras is some test for any car and driver. But such a journey has just been completed by Mrs. R. H. Jaffa, of Los Angeles, in her Hudson Cabriolet. She was accompanied only by her mother, and completed the journey without encountering trouble of any sort.

Their many friends tried to persuade them that the trip was too difficult for unaccompanied women, but Mrs. Jaffa had such implicit confidence in her Hudson that she undertook it without any misgivings. The route selected led through the Yosemite, Tioga Pass and Lake Tahoe region. This was so successful that it was extended to the Feather River Inn, located in the roughest part of the mountains north of Truckee.

"The journey proved that a Hudson enclosed car is ideal," she declared. "It saved us the annoyance of dust and also enabled us to enjoy the dainty things which seem to fit most women rather than the strenuous mountain costumes so many adopt when they go into the Sierra country."

Hudson Breaks Records in 401 Mile Run by Two Hours

Frank Botterill, of Salt Lake City, Utah, recently completed a record-breaking trip in a Hudson Super-Six between Salt Lake, Twin Falls and Boise, Idaho.

The run to Twin Falls, a distance of 250 miles, was made in eight hours running time. So far as known the best previous record was ten hours. The trip to Boise, a distance of 401 miles from Salt Lake, was made in thirteen hours and twenty minutes, more than two

hours better than the best previous record made by a stock car.

"All Idaho seems to be clamoring for cars," said Mr. Botterill. "Everywhere dealers asked the question, 'When can you give us more Hudsons and Essexes?'"

Y. Otagawa Tells How the Hudson is "Acting" in Land of Mikado

"DEAR editor," writes Y. Otagawa from Tokio, Japan, "I take much pleasure in informing you of Hudson car in the Far East and this will show you how the Super-Six is acting also in the Land of Mikado Empire.

"I am so interested in elegance and reliability of the car that father is the user of two Hudson cars. True, by climbing mountains, driving at high speed and having a comfortable drive even on the rough road, I appreciate the perfection and endurance of the Super-Six.

"In consequence of the great war, the American cars took the place of the European cars in Japan, and now here in Tokio street, Hudson is predominant over the others, entirely

due to its high quality. This, I think, is a sure sign of Hudson's popularity also in Japan.

"Recently I know of the publication of 'The Hudson Triangle' and find many interesting news and photographs about Hudson and Essex in it. May I venture to ask you for sending me every issue for the purpose of keeping pace with the improvement and new designs on the Super-Six and Essex?

"Thanking you in anticipation of 'The Triangle,' yours Sincerely, Y. Otagawa."



Members of the F. E. Stuyvesant Motor Co. organization of Cleveland who recently visited the factory to drive away 54 Essex, just half-a-day's output.

Prospect Signs Order for Essex While on Mountain Top

"WILL it climb the Tonopah grade in high gear?"

That was the only question Dr. Claude H. Church, chief surgeon of the Tonopah Mines Hospital Association, asked a salesman in the service of Mack Brothers, Reno, when approached last May when he was asked to buy an Essex.

The salesman looked dubious, scratched his head and finally answered that he really did not know, but the car had successfully negotiated in high gear every grade he had ever tackled up to that time and he was willing to put it to the test.

"Very well," retorted the medical man, "we'll go out there and try it. If you succeed I'll give you an order before we come back."

Terror to Salesmen

Be it known that the fore-mentioned Tonopah grade is the terror of automobile salesmen. It is two and one-half miles long, rough and crooked, with a covering of granite sand, and several 25 per cent pitches about forty or fifty yards long. Let Dr. Church tell in his own language what happened.

"The hill is about twenty miles from Goldfield," he said, "and we went up it first from the Goldfield side. The salesman told me he had no doubt about accomplishing that feat as the car would do it easily—and it did."

"Now for this side," I remarked, after we had crossed the summit and descended toward Tonopah. Well, we turned around and got up speed before we hit the foot of the hill, and then the driver stepped on the throttle and away we went. Say, the Essex simply sailed up that hill—we went over the top at 15 miles an hour. I read the speedometer myself and know that to be a fact.

"Greatest Car on Earth"

"Without leaving the car I said: 'Get out your order and I'll sign it. The order was signed right there on the hill and a check as a deposit handed to the salesman. That demonstration was enough for me."

"My car has been driven more than 3,000 miles over very rough country since that time and has been treated pretty rough, but in my opinion it's the greatest little car on earth."

Owner Drives Hudson 17,500 Miles on Original Tires

Seventeen thousand five hundred miles on the original set of fabric tires and without the lower pan having been removed from the motor is some record for motor car performance.

But that is the experience of F. G. Landgraffe, Waterloo, Iowa, with the Hudson Super-Six he purchased on May 1st, 1916. Since then only one new inner tube has been purchased, and furthermore, not a bearing has been adjusted.

"This record shows how low is the maintenance cost of a Hudson," writes the Peverill Motor Sales Co., of Waterloo.

Essex Wins Forty-Mile Road Race at Ladd, Ill.

After holding first place through the entire latter part of the race, an Essex special flashed home a winner in the 40 mile road contest that featured the Ladd, Ill., welcome to its former service men on Oct. 4th.

The Essex completed the distance in 56 minutes flat while a Roamer came under the wire second in 59:58. A Dussenberg won third place.

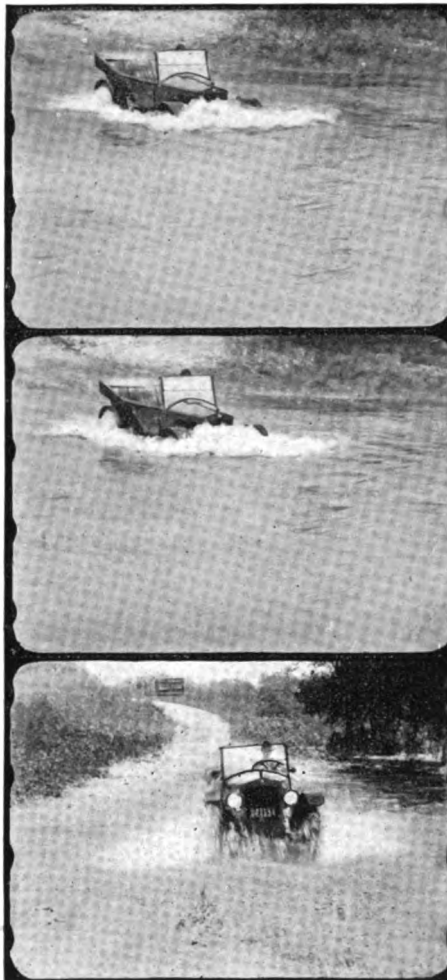
There were eight starters in the race, an Oakland, Roamer, Stutz, Essex, Studebaker, Dussenberg and two Ford specials.

Essex Conquering Flood Waters of the Geronimo

"THE San Geronimo Creek on the way to Medina Lake has reached the highest stage ever known and the waters are still rising. The road to Medina Lake has been declared impassable in a number of places and has been closed."

This newspaper item attracted the attention of Edwin Tobin, former major in the air service and now Essex sales manager for the Crockett Automobile Co., of San Antonio, Texas, at breakfast one morning recently.

Major Tobin immediately started out in his Essex and negotiated the crossing without stopping, although the water came up into the tonneau as is shown by the cut-out from the moving picture film of the feat which is shown below.



TACT is courtesy expressed in terms of intelligence.

❧ ❧ ❧

HENRY Ward Beecher once said, "I have told the sexton if he sees any of the congregation asleep to walk right up to the pulpit and shake up—THE MINISTER."

Sell The Car First and Then Talk About Its Price

HAVE you ever got nicely started toward selling a man when he suddenly broke in with a demand for the price?

What do you do under the circumstances? Is it best to quote then and there, even though you know the price may seem high, or is it best to side-step until after you have the prospect thoroughly convinced that he needs what you are selling?

"Sell him first, talk price afterwards," is the rule of one distributor.

"Never evade a direct issue," says another. "Tell him the price but then force him to hear the rest of the story. By evading a question that eventually will have to be answered, you only make it assume undue prominence in the mind of the prospect."

Price Secondary to Quality

Both agreed that the object of the salesman should be to make the prospect want the car regardless of price and so that the price should be made secondary to quality. Many salesmen take an inquiry regarding price as an indication that they have scored and quit. This, they agreed, was a fatal mistake.

One way out is suggested by a dealer who told of a man and his wife dropping in to the salesrooms to inspect an enclosed model. The wife was very much interested in the salesman's talk. The husband was impressed but impatient. After listening for about twenty minutes, he broke in, "Well, I have enjoyed this talk very much—but what I want to know is how much this car is going to cost."

Show Him Value First

But the salesman knew that he had made an impression and could not be stampeded into any premature quotation. "My dear sir," he said, "This is the cheapest car in the world considering its quality. Quality is more important to you than price, anyhow, so let us consider quality before we talk price."

Successful salesmen agree that as a general rule it is a mistake to quote price until the prospect has been made to feel the need of the car.

One salesman's plan is to look the buyer straight in the eye and say: "Pardon me, Mr. Blank, but we haven't finished looking at the value of this car yet. With your permission, I will show you the full value and then we will take up the price."

"S-X" Blazes Trail Through West Virginia Wilds

With the letters "S-X" and a long, white arrow painted on each side of the body, an Essex demonstrating car owned by the Lambert-Hudson Motors Co., of Washington, D. C., has just returned from a strenuous two-weeks exploration trip through the wilds of West Virginia.

During the journey the car negotiated rocky stairways and jutting ledges, some of which were at an angle of thirty degrees. Many of the trails covered had never even seen the shadow of an automobile. In towns and hamlets the whole population frequently turned out to see the car, and after they had ridden in it—well it would be impossible to find a more popular automobile in those communities to-day.

Despite the terrific punishment taken by the car in following roads that in places were little more than foot-paths, it was running as sweetly when it returned to Washington as when it started on its journey of exploration.

Why I Lost That Order, Told by Successful Salesman

NO, dog-gone it, I didn't get his order, but I'm not going to camouflage the reason why, either, so here goes.

You know how it is in selling cars. If you put it over, the Self-Admiration Society pats you one on the back, but when you fall down the Hammer Brigade gets busy. An order and we're "some salesmen"—a turn-down and we're mere "order bookers." Am I right?

Well, I'm riding on a new line of reasoning from henceforth, take it from me. Take this particular case. All the boys call this man a Hard Prospect—a Tough Bird who thinks much but says little. His reputation had me buffaloed from the start.

After I gathered my blasted feelings together, I tried to figure out what right I had to be even peeved at my own failure. How in the name of ordinary common sense could I expect to sell him when I myself did not really expect him to buy! Man, O man, what an awakening.

Drop the "t" in Can't

I do not know anything about telepathy, mind over matter, or much book stuff on salesmanship, but I do know that you can't sell the man you think you can't sell. Marshall Ferdinand Foch says that "Victory is the Will to Win," and yours truly says now that "AN ORDER IS THE WILL TO SELL." So it is best to keep away, far away, from the man you think you can't sell until the can't brain-cells drop the "t" in "can't."

Wait a minute! I hear you murmur "Bosh—that's all bull. An order cannot be secured just because you believe you can get it, nor merely by reason of the stick-to-itiveness of any salesman." Right-u-are, says I, it's the sureness of your belief and the thoroughness of your determination that turn the trick, and the possession or absence of these two qualifications mark the distinction between a man who sells cars and the man who has cars to sell.

No Order Ever "Lost"

"And where do we get these bona-fide order pullers—SURENESS OF BELIEF and THOROUGHNESS OF DETERMINATION?" you ask.

By studying our cars from every possible angle. The greater the knowledge of our cars, the greater our confidence in imparting their merits to the prospect. Along with knowledge and confidence will come the miracle-maker, enthusiasm.

But to get back to the Hard Guy whose order I didn't land—remember, I didn't say I "lost" the order, because no order is lost unless we will not look for it again.

I'm going back with no blinders on my eyes this time, and, listen, if you were as sure of getting a million as I am of finding that order, start spending right now.

Hudson and Essex Make Clean Sweep in Western Races

The Essex and Hudson made a clean sweep, capturing five first places, in a recent series of dirt-track contests at Enid, Oklahoma. "Johnny" Mais, in his Essex, won four out of five races and finished second to the Hudson in a twenty-mile event.

"Jake" Strickler, in his Hudson, won first place in the twenty-mile event, second in a one-mile time trial and fourth in a five-mile handicap event. Tipton, of Oklahoma City, who drove another Hudson, captured one second place and one third.

Mais' time for the mile was 1:12 $\frac{3}{4}$ and for the three miles, 3:46. Strickler's time for the twenty-mile event was 26 minutes flat.

A Golden Challenge—

\$100.00 IN GOLD

Here's a Chance to Pick Up Some Easy Money at the
BARTON COUNTY FAIR

We Have Just Received two More Car Loads of the Famous

ESSEX CARS

And we still claim that we can prove every claim we make for this wonderful machine. Therefore, in order to do our part in furnishing attractions for the big fair next week and to give others a chance to demonstrate the superiority of their cars, we will give \$100.00 in gold to the car which will beat the Essex in a five mile stand and start race. The Essex we will use in this race will be a standard stock car, equipped exactly as it comes from the factory, and all we insist of from the others is that they use standard stock cars, factory equipped. Remember, we will race any make of car you desire to use, and you may use any driver you wish.

NONE ARE BARRED—BRING IN YOUR CAR

Great Bend, Kansas

E. E. COOK, Distributor

—that Went Unanswered

No One Wanted the \$100 in Gold

Our offer of a gift of \$100 in gold for any stock car of any make or size and with any driver, that could beat the Essex touring stock car in a five mile, standing start race, at the Barton County Fair had no takers, all owners of other makes of cars evidently being of the opinion that the Essex is strictly in a class by itself in the point of quick get-away, speed and endurance.

In our five mile exhibition race yesterday, Elmer Negy, with an Essex touring car out of our regular stock, with a standing start, made the five miles in 6:52 1-5, this time being one minute and forty seconds faster than was made on the track the day previous in a five mile race, racing cars being used and the machines getting off to a flying start.

The time made by Symms, the winner of the motorcycle race of yesterday, was only 37 seconds faster than that made by the Essex.

IF YOU WANT THE BEST—BUY AN ESSEX
The Car In a Class By Itself

E. E. COOK,

DISTRIBUTOR

Two advertisements printed in a Great Bend, Kansas, newspaper, which show how the supremacy of the Essex is acknowledged even by its competitors. The offer of \$100 in gold for ANY stock car of ANY MAKE OR SIZE that could beat the Essex finding not a single taker.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 8, 1919

NUMBER 4

Owner-Advocate is Best Salesman; Don't Let His Enthusiasm Die Out

WHETHER a man buys an automobile or a tube of shaving cream, he becomes not only an owner but an **ADVOCATE**.

His judgment leads not only to investment but to **PARTISANSHIP** for a time, and he becomes an unpaid salesman.

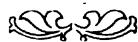
This is elemental human nature and may be found either in the boy "bragging" about his new bicycle, or the clubman praising the brand of golf balls he is using.

Sometimes, of course, it is possible actually to sell a car and get the money for it when the owner in his own mind is not really convinced that he is getting the car he wants.

This is a purchase, a transaction, but **NOT A SALE**. The salesman has the owner's money, but he hasn't his confidence or enthusiastic endorsement for the car he has bought.

Such an owner, together with others who tend too easily to become lukewarm, needs to be **RE-SOLD**. Like a paid salesman, his interest must be kept alive.

One of the chief accomplishments of successful merchandizing is to keep active the **ENTHUSIASM** of the **OWNER-ADVOCATE** and to furnish, perhaps, a brief for his continued special pleading.



It was late in July and this owner had traveled 13,000 miles, coming one hundred miles out of his way, to visit the factory.

He was an elderly, retired merchant, but his eyes kindled with all the enthusiasm of youth as he told of the performance of his Hudson on the arduous journey.

If he had owned the factory himself he could not have shown more pride and interest in every detail, and what was intended to be an hour's visit was lengthened to cover an entire day.

While absorbed in watching Hudson motors being built under his eyes, he retold the story of the dependability and endurance shown by the engine in his own car.

Suddenly he paused to inquire regarding the purpose of the weights on the crankshaft of one of the motors on the assembly line. "A counter-balanced shaft?" he asked.

The guide paused in amazement. Was it possible that such an enthusiastic advocate had never been told of the supreme advantage his car possessed over every other automobile on the market?

"No," said the owner. He knew the motor had some patented feature, but he supposed all cars had exclusive little kinks that really did not amount to much after all.



"The Hudson Super-Six motor is patented," the guide explained while speculating on the shortcomings of salesmanship.

"It is patented because it embodies a vital principle which can be obtained in no other car regardless of price.

"Hudson endurance and dependability are the result of its **COMPENSATED CRANKSHAFT**. It is not counter-balanced. Many inferior cars have counter-balanced shafts with weights which to the eyes of the novice, may look similar to those on the Super-Six.

"The **COMPENSATED** shaft in the Super-Six is vitally different. It will run **AT ANY SPEED** with the **MINIMUM VIBRATION**. By minimizing destructive vibration, it increases the power of the engine 72 per cent without any increase in weight or the sacrifice of simplicity."

"What a wonderful thing that is," exclaimed the owner. "This trip certainly is worth while, for now I can tell my friends not only about the marvelous performance of my own car, but also exactly what makes it the best car in the world, regardless of price."

But the question is, why did he have to travel more than 13,000 miles to learn a sales point which is the very keystone of Hudson success and achievement?

THE HUDSON TRIANGLE



Lieut. Locklear, whose aerial acrobatic feats have amazed thousands, his wife, and the pilots of the two airplanes he used during a recent exhibit at the Tri-State Fair in Memphis. Lieut. Locklear long has been an enthusiastic user of an Essex.

Houpt Will Separate Hudson and Essex Sales in N. Y.

IN preparation for the great increase in production in 1920, Harry S. Houpt, of the Hudson Motor Car Company of New York, has just organized an entirely separate and distinct retail sales force to handle the Essex.

Not only that but he has also decided to separate the Hudson and Essex salesrooms. The southern part of his Broadway headquarters will be devoted to the sale of Essex cars exclusively, while the northern end of the store and northerly entrance will lead into the Hudson salesroom.

The retail sale of Essex cars will be in charge of F. W. Lorentz, assisted by W. G. Spencer, J. B. Bleecker, Vincent A. Schott and W. L. Losee. The entire Hudson and Essex sales organization, however, will be under the same general management as heretofore.

While the sale of Essex cars will be handled by a separate sales force, the Essex salesmen will be backed in their efforts by the entire Hudson organization, and Essex owners will have the benefit of Hudson service.

Essex Beats Railway's Time

Covering 154 miles in 6 hours and 35 minutes against the railway time for the same distance of 7 hours, Hicks Riley, Essex dealer at Pine Bluff, Ark., averaged 17 8/10 miles to the gallon of gasoline in his Essex roadster and used only one pint of oil.

Getting Angry in Clash With Customer a Confession of Weakness

THE man who keeps a firm hold on himself when things go wrong is master of the situation. The man who loses his head lets the situation master him.

"When you get angry with someone else you admit that person's superiority"—it was Dreier who said that, and it is a big truism. It stands to reason that if another person has sufficient power to make you angry, he must have a greater will than yours.

The owner is unreasonable and you lose your temper, of course. It's a human weakness common to most of us—but weakness can be rectified. It is all a matter of determination. For indulging in just that instant's loss of self-control you sacrificed the good will of a man it had taken you a long time to win.

Silly, isn't it, when you consider that just a little tact would have shown him his error and retained his friendship. After all, owners are just human beings. They are apt to make mistakes. When they do it is the best business policy to deal with them sanely and calmly. To allow anyone to irritate you into a childish lack of control is a confession of weakness and of your own incompetence to master the situation.

It's a good old world—and you know it when you are rational and logical. One's fellow-creatures are a kindly race. If it doesn't seem so then your perspective is all wrong and what you want is a good brisk walk across the wind-swept hills alone with yourself. If the joyous tranquility of the out-of-doors doesn't restore you to a reason-

able frame of mind, nothing will!

No man can be either happy or successful in life unless he is strong enough to rise above petty irritations and master petty difficulties. It is not easy—but then the living of a sane, clean, healthy, happy, serviceable life isn't altogether easy—but it's worth while.

It's good to feel that one is Captain of one's Soul—the man who isn't is a drifter and his drifting will most assuredly not lead him to the port of success.

\$1,000 Challenge By a Hudson Owner Finds No Takers

In a mile race G. Dolcetti, of Fort William, Ontario, driving a Hudson Super-Six defeated William Knolls, driving another widely known six-cylinder car on Sept. 22 and thereby won a bet of \$25. Knolls was not satisfied and another mile race was staged on Sept. 25 for \$50. Dolcetti won again.

Knolls then challenged Dolcetti to a five mile race for a bet of \$200, but Knolls refused to race unless the cars were stripped, while Dolcetti insisted upon standard equipment. Dolcetti then offered to strip his car if the wager was raised to \$500 or \$1,000, but up to date nothing has been heard from Knolls.



Essex For Fire Department

IN selling an Essex Roadster to the Rochester Fire Department which heretofore has used eight cylinder cars exclusively, E. M. Alling, of Alling & Miles, Essex distributors, put the car, a new one, to the following test:

Driven along at five miles an hour in high speed, the hand throttle suddenly was opened to its fullest extent.

In exactly fifteen seconds the speedometer registered 31 miles an hour.

In thirty seconds the speedometer registered 46 miles an hour.

As a result of this notable demonstration of flexibility and acceleration, the department purchased the roadster and now is considering standardizing it for the entire department, its economy of operation being one of the big considerations in its selection.



A night view of the attractive home of the Hudson-Frampton organization in St. Louis, showing the effective lighting effect and the distinctive use of the Hudson and Essex trademarks.

THE HUDSON TRIANGLE

Keeping the Mailing List Alive Requires Constant Revision

IT is surprising, in view of the proven returns which may be had from a live mailing list, why so little attention is given to this essential adjunct of modern merchandizing.

Other than immediate and live prospects, there is a vast number of potential buyers who may be reached by sales letters and other direct-by-mail literature.

Personal salesmanship is a strong mental force, but its scope is limited because it can be applied to but one person at a time. Direct literature blazes the trail for the salesman and so saves time and money and it does this at small expense per unit.

The first essential of an effective mailing list is that it be kept alive. If a list of names is worth using it is worth keeping up to date. It is better to maintain a correct list of fifty names than a list of a hundred with half of them "dead," moved or misspelled.

Must be Kept Accurate

It is estimated by mailing concerns that a list will undergo from 15 to 60 per cent changes each year. So the task is not so much building a mailing list as it is keeping it accurate. Constant revision is necessary. Every name should be checked from a source other than that from which it was obtained.

When a salesman turns in a prospect's name, for instance, it should be checked by a directory, or if a name is taken from the city directory it should be checked by the telephone directory. People resent as a rudeness the misspelling of their names. A wrong address means a loss of money and possibly a lost prospect.

While postmasters are not permitted to furnish the names of concerns or individuals to

MEXICAN TELEGRAPH CO.
CONNECTING WITH
CENTRAL AND SOUTH AMERICAN
TELEGRAPH CO.
89 BROAD STREET, NEW YORK
TELEPHONE BROAD 747
JAMES A. SCRYMSEY, President



VIA COLON

**UNITED STATES
and
SOUTH AMERICA
DIRECT**

JOHN L. MERRILL, President

Oct. 6th, 1914.

1:40 BY 1017

BOGOTA 11 OCTOBER 2ND 1914

REPLACING PREVIOUSLY NEW YORK

DIRECTOR AND CHIEF OF POLICE LIVINGSTONE DE WILSON OF COLOMBIA.

DUPPLY

Here is a cablegram that speaks for itself. Recently the Archbishop of Colombia purchased an enclosed Hudson and now the chief executive of the southern republic is a Hudson Owner also.

whom they deliver mail, they will gladly check over any list of names submitted and cross off those to whom they are unable to deliver mail. They do this because Uncle Sam finds it cheaper than to have to return unclaimed letters.

In handling a mailing list it is obvious that first consideration must be given to the buying power of the individual units. One dealer is guided by the city map in picking various grades of prospects. By the street classifica-

tion of the directory he can locate, for instance, the better class of prospects in his city.

Others secure names from real estate transfer reports in the newspapers, Dun's and Bradstreet's commercial reports, secretaries of lodges and clubs. Names of owners of other cars may be obtained from the license list or the local automobile club.

In any event, a mailing list is of the greatest value and will return big dividends if properly handled.

Building a Live Prospect List—General Suggestions

NAMES	Sources of Names				
	DIRECTORIES	RECORDS	ORGANIZATIONS	PRESS CLIPPINGS	MISCELLANEOUS
Property Owners and Taxpayers	City Telephone	City Tax List County Tax List Registration Building Permits	Civic	Society Notes	Auto Registration
Professional and Business Men	City, Telephone National Rating Books	License Secretary of State	Commercial Civic Advertising Clubs	Business Changes New Incorporations	Investigators
Farmers	Telephone	County Secretary of State	Lodges Grange		Rural Mail Carriers County Agents Country Editors
Club and Lodge Members	Trade		Fraternal, Social and Labor Membership Lists	General Notices	
Officers and Executives of Business Concerns	City, National Rating Books	Corporation	Commercial Advertising Clubs	New Incorporations Business Changes	Investigators Bankers
Mortgage, Bond and Stockholders		Corporation County, City and State			Brokers
Miscellaneous		Marriage Licenses Insurance Reports Inquiries from Ads		Names of Advertisers Fires, Births, Removals Real Estate and Business Changes	Employees' Names Addressing Companies Salesmen's Reports Customers Justices of Peace Country Editors

THE HUDSON TRIANGLE

Why Advanced Design of Essex Gives Superior Efficiency

THE average consumption of gasoline in the United States during the past year has been more than 8,500,000 gallons daily and is constantly increasing.

To realize what this means, it is necessary to consider that the supply of crude oil is limited and that only about 20 per cent. of it is available as gasoline.

The remainder is kerosene, fuel oil, lubricating oil and residue products. It is many years since enough gasoline could be produced to meet the needs of motor car users.

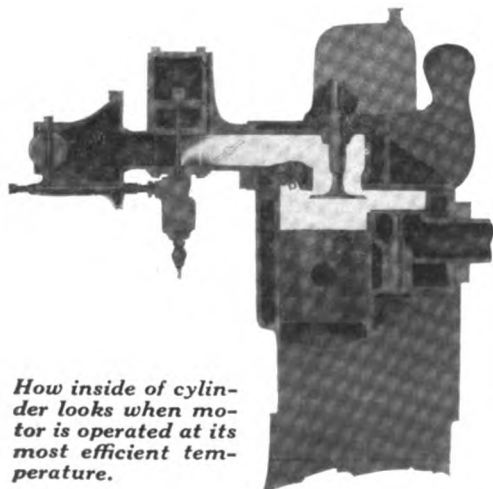
To supply the deficiency, it has been necessary to "crack," that is, to distill under pressure, some of the heavier oils into what now is known as "gasoline."

Why Heat is Essential

Ten years ago if you took a quantity of gasoline and heated it to, say 100 degrees F., it would all have boiled away. But heat some of the "gasoline" of today to the same temperature and but a small per cent will evaporate. Raise the heat to 200 degrees and a greater part will boil away. It will be necessary, however, to increase the heat to from 350 to 375 degrees before it all disappears.

The old-time gasoline was of a uniform grade and would all vaporize at a low temperature, while today excess heat is required to convert all of it into vapor. If this heat is not applied, or if it is applied only in spots where it will reach but part of the mixture entering the cylinders, some of the heavier oils contained in the present fuel will condense and pass into the cylinders in a raw state, causing irregular firing, carbon deposits, etc.

In view of these conditions, it is notable that in Essex is to be found the most perfect system ever devised for utilizing heat in the vaporization of the present low grade fuel. The



How inside of cylinder looks when motor is operated at its most efficient temperature.

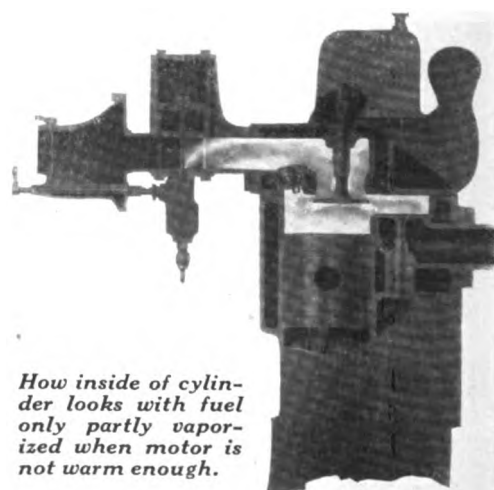
best proof of this may be seen in the superior performance of the car itself. The radiator shutters not only allow it to be driven in the coldest weather without shrouding its hood in unsightly bandages, but they permit the engine always to be operated at the most efficient temperature which is reached when the red line in the motometer is at or slightly above the center of the circle. In winter, when anti-freeze is used, this point is at the bottom of the circle.

How to Adjust Gas

The "Gas" lever on the dash also aids in obtaining the utmost motor efficiency. The first time the car is run this lever should be pulled about half-way out. When the red line in the motometer shows that the engine is operating at its most efficient temperature, the car should be stopped, the throttle fully retarded and the gas lever pushed in a notch at a time until the position in which the motor "idles" best is reached. Then it should be left alone. IT SCARCELY WILL BE NECESSARY TO TOUCH THIS LEVER MORE THAN TWICE A YEAR, once to lean the mixture slightly in summer and again to richen it a bit in winter.

The best "idling" adjustment is indicated by the oscillations of the amperemeter needle. The point at which the needle is steadiest is the best "idling" position for the gas lever.

The "Air" lever should be used only as a "choke" to assure ease of starting. It should be pulled out only momentarily, or if it is necessary to leave it out for a few minutes while the motor is warming up, it must be pushed clear back to the dash as soon as the red line in the motometer begins to rise.



How inside of cylinder looks with fuel only partly vaporized when motor is not warm enough.

THE HUTCHINSON GAZETTE

ESSEX

DOMINATES THE FIELD OF STOCK CARS IN THE STATE FAIR SPEEDWAY RACES

— — —

This was not beyond Essex drivers' expectations because every day the Essex springs a new sensation on the automobile world and consequently enlarges its circle of admirers constantly.

Driving an Essex stock touring car around the State Fair half-mile speedway in thirty-seven seconds and on the straight-away maintaining a speed of sixty-five miles an hour only demonstrates again that Essex is all that has been said about it by its many friends you know and have talked to.

Running through the minds of those who witnessed the automobile races on the State Fair Speedway Friday is

The Car **ESSEX**

HUTCHINSON MOTOR CAR CO.

Wichita HUTCHINSON Salina

Full page advertisement run by A. E. Kirk of the Hutchinson Motor Car Co., Hutchinson, Kansas, telling of the achievements of the Essex at the State Fair.

See Essex Roadster Sales Hints on Page Four

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 15, 1919

NUMBER 5

Yesterday, Today and Tomorrow

A HUNDRED and fifty years ago the steam-boat was impossible, but—

Nobody believed that the telephone ever would be practical, but—

Ten years ago the automobile was a "pleasure car," but to-day—

Railways, electricity, submarines and dozens of other equally important inventions were impossible until—somebody went ahead and did it.

The impossibilities of yesterday are the commonplaces of to-day, and always will be.

You know the secret—*somebody does it.*



And yet a few dealers are still blind to the fact that the automobile now is a **GREATER NECESSITY IN WINTER** than it is in summer.

When the first overcoat appears, they sit back and tell themselves that "business will be quiet until spring."

Instead of putting every ounce of energy into an aggressive campaign to educate prospects, these dealers hibernate until awakened by the early spring buyer.

They refuse to recognize that the tradition that winter must be a "dull season" has been proved false and that every year more cars are being driven through the cold months.

"You can't sell cars in this territory in cold weather," remarked one dealer recently.

The wholesale manager departed, but in less than two hours he returned with five names, every one a live prospect, as the dealer reluctantly admitted.

As the fall days shorten into winter days, every dealer should have three definite plans:

1. **To develop a winter market for cars.**
2. **To lay the foundation for a constantly growing all-year 'round business.**
3. **To make sales for spring delivery.**



Both the Hudson and Essex possess **UNEQUALLED ADVANTAGES** for winter use.

The enclosed cars are as comfortable and much more of a necessity in January than they are in June.

Curtains opening with the doors in the touring models give absolute protection to the passengers in any kind of weather.

Now, then, is the time to concentrate all of your sales energy on your market to realize its **FULL POSSIBILITIES.**

Write or 'phone users of other cars, telling them how the radiator shutters on the Hudson and Essex eliminate the need for unsightly hood covers.

Explain how the regulation of motor temperature gives the same engine efficiency in winter as in summer.

Take your prospects out for demonstrations, regardless of the weather. The colder it is the more **EFFECTIVE** your demonstration.

Arrange an attractive window display, advertise, and start an active campaign for present and future business.

Such a strong selling effort will bring you a **RICH HARVEST** in what may once have been the lean months in the automobile business.

The SUPER-SIX Has Established a Class for Itself

There is no need of making idle boasts of what the Hudson Super-Six can do. Its reputation for speed, endurance and stability has already been firmly established far in advance of any car of anywhere near the price at which the Hudson sells.

We Do Not Sell the Hudson for a Racing Car

Yet in this class the Hudson has been a more than successful competitor. It has been the car of the year for the past three years, and it is the only car of its class that has been so successful. It has been the car of the year for the past three years, and it is the only car of its class that has been so successful.

Yet in this class the Hudson has been a more than successful competitor. It has been the car of the year for the past three years, and it is the only car of its class that has been so successful.

Yet in this class the Hudson has been a more than successful competitor. It has been the car of the year for the past three years, and it is the only car of its class that has been so successful.

The Essex Has Yet to Establish Its Records

We have attempted to establish its records, but the Essex has yet to establish its records. We have attempted to establish its records, but the Essex has yet to establish its records.

We Know The Essex Will Stand the Strain

We know the Essex will stand the strain. We know the Essex will stand the strain. We know the Essex will stand the strain.

We Therefore Accept the Challenge of the Standish Motor Car Company

For a cross country race between the Essex and the Essex, the race to be run over a 28 mile course, which has been selected, on the country roads; a road which will most truly show the speed and stamina of the contesting cars. We have posted \$1,000 in cash with the American State Bank, Great Bend, Kansas, and we are ready to run this race against the Essex or any other stock car sold in the vicinity at any time within the next two weeks.

The Hudson has already established its standing with out question. There is no need for argument along that score until its records have been equalled or surpassed. The Essex is as yet untired, yet we are confident of the result. Could anything be fairer?

E. E. COOK, Dealer

A full page advertisement in a Great Bend, Kansas, newspaper containing the details of a wager of \$1,000 on the Essex which was posted by E. E. Cook, Essex representative. The rival dealer refused to accept the challenge.

Essex Justifies Owner's Faith by Making Mt. St. Helena

It was not very long ago that E. A. Hicks, of San Francisco, was classed as an amateur motor car driver, but as the result of his enthusiasm over his Essex, he now finds himself in the realm of the professional.

In brief, a friend who thought he knew enough about automobiles to know that the machine had not yet been built that would climb the Toll Gate road to the summit of Mount St. Helena in "high," bet Hicks that he could not perform this feat.

As a result Hicks loaded his friend and three other passengers in his Essex and reached the summit of the mountain in just twenty minutes without changing gears. "That's why they call it the 'wonder car,'" he remarked as they raced over the top. "I feel a bit ashamed to claim the wager, though, because I knew what it would do before we started."

"You needn't feel ashamed at all," asserted his friend, "because I am willing to lose to find out that that stunt can be accomplished by anything on four wheels pulled by a motor."

Sir Edwin T. Smith Praises Hudson's Splendid Service

"It is now nearly four years since I purchased a Hudson," writes Sir Edwin T. Smith, K. C. M. G., of Adelaide, Australia, "and I have pleasure in testifying to the splendid service it has rendered me during that period."

"Apart from the ordinary repairs, there has been nothing else done to the car which is still in splendid condition. It has given me the utmost satisfaction during the 14,831 miles it has travelled."



This Letter Will Help You to Sell Sales Travelers

THE all-around utility of the Essex and its special value for the use of sales travelers is strikingly emphasized in the following letter from A. J. Bruett, of the A. J. Bruett Piano Co., Milwaukee, which also contains much valuable sales material:

"Having driven my Essex 16,400 miles since Feb. 6th, 1919, I am now in a position to tell you something about it. You possibly recall the fact that when I bought the car I mentioned that I had driven EIGHT DIFFERENT MAKES OF SO-CALLED LIGHT WEIGHT CARS, and none of them would last me more than one season.

"Of course, I drive a car hard—nothing stops me—bad roads or bad weather. As a piano salesman, throughout the entire state of Wisconsin, my automobile is part of my equipment and I need it every minute.

"An Unqualified Success"

"Now, it gives me great pleasure to tell you that my Essex has been a positive success in every respect. I have never allowed an automobile of any make to pass me on the country highways, and I will bet my money that I can beat any stock car from a standing start to fifty miles an hour, as I believe my Essex can GET AWAY FASTER THAN ANY MULTIPLE CYLINDER CAR MANUFACTURED, REGARDLESS OF PRICE.

"To give you an idea of how hard I drive my Essex, the following is a record of a few trips I have made this year: In order to catch a train for Manitowoc on Sunday, Oct. 19th, I drove from Ft. Atkinson, Wis., to the Northwestern Depot in Milwaukee, a distance of 58 miles, with five passengers, in one hour and fifty minutes. I negotiated the first six miles in eight minutes flat.

"I make monthly trips to Blanchardville, Darlington and Argyle, through the hilly country of Wisconsin, without exception the worst roads in the middle west; where there are hills and roads that local people believed impassable, my Essex has always taken me through nicely, and has never hesitated even a second. A common occurrence with me is to run to Madison, 92 miles from Milwaukee, in two hours and thirty minutes; or to Darlington and back, a distance of 320 miles, in a single day—always having plenty of time at my destination to sell one to three pianos.

Accident Proves Indurance

"The only time I was ever stopped with my Essex was when I hit a bridge, going 35 miles an hour. I believe that what would be called an ordinary light car would have buckled like a jack knife under this impact, while my damage was only a radiator torn off and a slightly bent front axle. THIS CONVINCED ME THAT WHAT YOU SAY ABOUT THE STAUNCH CONSTRUCTION OF THE ESSEX CHASSIS IS RIGHT. I have never been bothered with rattles or squeaks.

"The remarkable performance and the satisfaction it has given me has led to many more Essex sales, as I believe I have been instrumental in selling more Essex cars than any of your Essex salesmen.

"The upkeep has been practically nothing, except the expense incurred from the results of my accident of July 2nd. I average 200 miles on a quart of oil and 16 to 18 miles on a gallon of gasoline, which is remarkable considering the speed at which I drive, and the roads on which I must travel.

"In conclusion will state that I honestly believe that in durability and performance the Essex is absolutely in a class by itself."

THE HUDSON TRIANGLE

Make Prospect Look Up to You and Not Down at You

WHEN the prospect asks for a discount, a spare tire carrier or some other concession, it is easy to say "I'll see if I can put it over for you." It satisfies the prospect for the moment and the salesman secretly feels that he has made a "hit" with the customer by interceding for him.

A recent canvas of owners in one large city indicates that this is not only the wrong course for the salesman to follow, but a hurtful one as well. All of the owners interviewed agreed that they would much prefer to do business with a **STRAIGHTFORWARD** salesman, who has the courage to stand his ground and state the reasons why such a concession could not be made without the loss of money by his boss, than with one who "stalls."

Almost any prospect will tell you that he would rather do business with the head of the organization than with a salesman. Yet, did you ever hear of a business head who told a prospect that "he would see if he could put it over?"

The fact is that we like best to do business with men whom we feel to be our **BUSINESS EQUALS**. A salesman who truckles to a prospect, immediately places the prospect in a position of advantage over him and **ADMITS HIS OWN INEQUALITY**.

It is to your interest as a salesman to stand just as high as possible in the eyes of your customers. It is imperative that they accept you as a business equal. You cannot afford to jeopardize your prestige by truckling to anyone.

Deep down in his heart, the prospect respects most the salesman who is big enough and loyal enough to make it plain that he has but a **SINGLE STANDARD OF BUSINESS ETHICS**.

Real bigness in selling is something which can only be attained through the constant watching of little details. One moment of weakness will undo years of upbuilding. Get the executive viewpoint in dealing with prospects. **MAKE THEM LOOK UP TO YOU, NOT DOWN AT YOU.**

Harrison Signs Contract For New Automobile Palace

Architectural plans have been accepted and the contract signed for the construction of a new building which will be the future home of the H. O. Harrison Company of Oakland, California.

The structure will be located between Grand avenue and Twenty-third street, near Webster, with a frontage on the avenue of 140 feet and a depth of 125 feet.

It will be four stories in height and, according to the announcement, will eclipse anything else of the kind on the Pacific Coast.



Hudson and Essex cars on the factory export dock waiting shipment to all parts of the world.

Can You Beat This?

GEORGE Harrison, of the H. O. Harrison Co., San Francisco, has driven his Essex 19,941 miles in the past eight months.

During this period it has been subjected to many severe tests such as being driven over thousands of miles of rough mountain roads and being put through countless spectacular stunts to prove its power and endurance.

Do you know of any Essex that can equal this record? If so send in all the facts to The Triangle.

Owner Proud of Record

"In August, 1917, I purchased a Hudson Super-Six," writes J. E. Hunt, of Jeffersonville, Vt. "Since that time I have covered a trifle over 10,000 miles with absolutely no other expense than gas, oil and two tires."

Essex in New Victory

Jasper T. Gibson, Essex dealer at Laurinburg, N. C., recently drove an Essex to victory in a fifteen-mile contest against a field of cars most of which were more costly than the Essex.

Hudson is Best Car at Any Price Writes Australian

"During the eighteen months I have owned it, I have driven my Hudson over all sorts of roads and in all weathers, and have never had a stop, excepting for tire trouble, and even this has been rare," writes J. B. Sharp from Sydney, Australia.

"For conditions in Australia, I have not seen any car within \$2,000 or \$2,500 of its price to compare with the Hudson. I have been running a car for six years, and have owned several, and I believe that regardless of price it would be almost impossible to get a sweeter car to handle. Also, considering its power, speed, and weight, it is a most economical car to run, more so, in fact, than many that are much lighter in weight.

"On a recent tour I covered 821 miles, the gasoline consumption averaging 19 miles per gallon although the road conditions were very bad. I could write pages about this car and then could not express my entire satisfaction."

Hudson Owner Race Victor

In a recent 17-mile automobile race for amateurs at Redfield, S. D., Ellwood J. Peterson drove H. P. Jefferson's Hudson Super-Six to victory in 16 minutes and 52 seconds. Five thousand persons witnessed the contest which was a free-for-all.



Part of a shipment of Fifty Essex cars on the dock at Duluth, Minn., to which point they were sent by boat from Detroit. They were then driven to Minneapolis by members of the organization of the Twin City Motor Car Co.

Salesmanship is Simply the Ability to Appreciate Sales Points

Here Are a Few Possibilities of the Essex Roadster



Farmers



Salesmen



Fire Chiefs



Removing Rear Deck

SO great is the beauty and luxury of the Essex Roadster that these very qualities have tended to distract attention from its wonderful commercial possibilities.

Along with the artistry of line, fineness of finish and performance, which give it all the advantages of the ordinary roadster, this model, in addition, possesses a greater measure of utility than any other car ever built.

With the turning of four locks the whole rear deck may be removed, providing ample space for sample cases, drilling tools, contractors' supplies, half a dozen large milk cans or even a boxed sewing machine, etc.

With the rear deck in place, the car again becomes a perfectly appointed roadster for family use. The locked door opening into the rear compartment is large enough to admit a good sized suit or sample case or a doctor's satchel.

In addition to this great amount of space, there is the large compartment with a hinged cover immediately behind the seats. This extends the full width of the car and is as deep as the body itself, giving ample room for brief cases or salesmen's samples.

Its wonderful economy of operation, the ease of riding which conserves the energy of the salesman who has to cover a large amount of territory, together with its dependability, simplicity and endurance which reduce depreciation and cost of maintenance to a minimum, are making a strong appeal to the multitude of firms to whom the automobile has become a business necessity.



And yet it has all the advantages of the ordinary Roadster



Light Delivery



Doctors



Police Dept's.



Contractors

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 22, 1919

NUMBER 6

"The World's Finest Light Car"

NEARLY everybody has heard Billy Sunday—everybody has heard about him.

Whether we approve or disapprove of his methods does not matter at all.

Billy not only gets by—he also gets across.

Why?

Because he does it differently.

Whether it's preaching or selling automobiles the successful job is done **DIFFERENTLY**.



Take the case of an Essex dealer in a little Vermont town of 9,000 population, for instance.

Now in that section of the country the selling season for automobiles normally closes about the end of August.

September marks the beginning of the winter "dull season."

But this year the first of September found an Essex in that territory blazing its way through three states in a spectacular high gear run.

Dealers handling other cars watched the performance with wise smiles. "What's the use of going to all that trouble now," they asked. "The selling season is over."

But the Essex dealer closed his run in a blaze of publicity, undaunted by the spectre of the proverbial "dull season," and went back to selling cars as hard as though it were spring and not fall.

As a result he sold nine cars in two months, September and October, or exactly as many as he had sold in the preceding six months.

The business of the other dealers during this period followed its usual course, being far behind what it has been during the earlier months and also below that of the Essex dealer.

And all because this one man had the energy and foresight to get out of the rut that his competitors were in and **DO IT DIFFERENTLY**.



"No other car in the world will do what the Essex will do," declares this dealer. It is the world's finest light automobile.

"Cars that even approach it in performance, comfort and endurance cost from \$2,000 up to more than twice as much as the Essex.

"But these costly cars lack its economy."

"Cheap cars anywhere near its equal in economy have neither its sturdy dependability, power or long life.

"They also lack its wonderful performance."

"That the Essex has filled a transportation need is proved by more than 18,000 owners who are getting **GREATER PERFORMANCE** and **MORE COMFORT** at **LESS COST** than was ever obtainable in an automobile before."

The experience of this man proves that in selling the Essex you have an automobile occupying a field entirely to itself—or as near a natural monopoly as it is humanly possible to obtain.

Competition exists only in the imagination because the salesman does not know the car he is selling. In fact, the Essex is such a marvelous value that it is hard to consider price at all in relation to it.

In selling it you are rendering a **SERVICE TO THE BUYER** which is out of all proportion to the cost of the car to him.

The reason is that the Essex gives more automobile **SATISFACTION** at **LESS COST** than any other car in the world.

HUDSON

SUPER - SIX
Record breaking hill climber.



SO much has been heard of the wonderful performances of the Hudson Super-Six in America where it absolutely out-classed all other stock cars, that more than usual interest was attached to the Automobile Club of Australia's Hill-climbing Contest, held at Artillery Hill, National Park, Sat. 1st March. At last an opportunity of witnessing the Super-Six's wondrous power was to be, available to local enthusiasts. *And they were not disappointed!!*

HERE ARE THE RESULTS—

PRIVATE SECTION: Over 20 h.p.
HUDSON SUPER-SIX 1st and 3rd in contest under formula.

OPEN SECTION: Over 20 h.p. (For private and trade competitors).
HUDSON SUPER-SIX 2nd in contest under formula.

SPEED CONTEST: For absolute fastest time uphill.
HUDSON SUPER-SIX 1st. Breaking previous record.
HUDSON SUPER-SIX 2nd. Also breaking previous record.

This was the classic event of the day.

The Hudson Super-Six Cars competing were not special models driven by the Agents, but absolutely standard cars, entered by private owners.

DALGETY & COY. LTD.
126 Phillip Street, Sydney

A quarter page advertisement from a Sydney newspaper telling of the latest Hudson Super-Six achievement in Australia

Booth Tarkington Now Owner of His Third Hudson

Booth Tarkington, the noted writer, has just signed an order for his third Hudson, writes Harry E. Lunge, Hudson dealer at Kennebunk, Maine.

"Mr. Tarkington was thinking of buying a more expensive car this time and he looked over some of the most costly makes," adds Mr. Lunge. "He told me frankly that the cars did not look enough better to him to offset the difference in price and besides the Hudson was no experiment with him as the past two Hudsons have given him perfect satisfaction.

"This is another proof that 75,000 Hudson Super-Six owners are the best satisfied automobile owners to be found anywhere in the world."

Fur Coat a "Super-Six?"

Whether or not a fur coat was a genuine "Super-Six," to be exact a "Hudson Seal," was the question put to a jury in Norfolk, Va., recently. The defendant who was being sued for an alleged balance due on the coat, testified that it did not act like a "Super-Six." No verdict had been received up to press time.

With Essex Owners

Two trips through Oklahoma and one through Arkansas together with 8,000 miles of service in Texas have proven to me that the Essex is the most economical car built. My first set of casings gave over 7,500 miles and my average gasoline mileage is over 18 miles to the gallon. I have owned seventeen cars and the Essex is the wonder of them all.—E. E. Mooney, Waco, Texas.

After driving my car for five months over all kinds of roads, I can truthfully say that it has given me perfect satisfaction. It is extremely economical in oil and gasoline consumption, averaging between 19 and 20 miles to the gallon of gasoline. The great reserve of power, quick pick-up and general adaptability make it a pleasant and safe car to drive.—P. G. Denison, Winnipeg Board of Trade, Winnipeg, Canada.

My Essex has given me perfect satisfaction and I can truthfully say that I have never gotten out of any other car the pleasure of driving that I have in the Essex.—J. N. McFarland.

The Essex Cars sold in this territory appear to be giving perfect satisfaction, at least we have not as yet received one single complaint from any Essex owner; on the contrary we have heard nothing but praise from them.—The West Indies Trading Co., Haiti.

Essex Makes 8-Day Non-Stop Run in Waco, Texas

A NON-STOP run of eight days and nights made by an Essex attracted much attention in Waco, Texas, during the recent Texas Cotton Palace which brought thousands of visitors to Waco from all parts of Texas.

With a long arrow and the letters "S-X" painted on its side the car was kept running through the streets during the day and at night was placed in the window of the Willis-Chaney company, Essex representatives. The car was provided with a glass hood so that everyone might see the engine at work.

It was originally planned to keep the car in operation for sixteen days but on the ninth day it was run into and wrecked by another car. The engine continued to run after the accident but was stopped when it was found that the three occupants were seriously, at first it was thought fatally, injured.

His Hudson So Good is Why He Never Saw Dealer

"My new Hudson Super-Six is so good that I never have occasion to bring it around to your garage and consequently, I never get to see you," writes Elmer Matthews, of Sikeston, Mo., to the Bess and Matthews Motor Co., Hudson dealers there.

"I must say that it is a pleasure beyond expression of words to get behind the wheel of this car. It certainly makes a man proud of himself, it makes him admire his judgment and fills him with inspiration that makes him want to become more than what he now is.

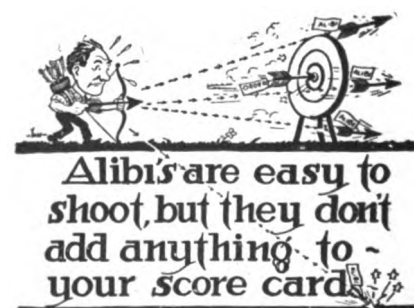
"Besides its power and endurance, another thing that increases my admiration for the Hudson is that it is so obedient. It yields instantly to each and every control and can be handled with ease by a child or a woman."

Essex Makes 586 Miles on 32 Gallons of Gasoline

A. H. Patterson, of Stockton, who has been annexing all worth while California automobile records to prove the superior endurance of the Essex, has just set another milestone in the motoring history of the state.

Accompanied by two passengers, Mr. Patterson drove his Essex from Stockton over the mountains to Fallen, Nevada, and return, using 32 gallons of gasoline on the entire trip of 586 miles. The part of the trip from Reno to Stockton was made in exactly 7 hours and 27 minutes.

"The trip proved conclusively that the Essex has more than enough power to conquer the steepest hills and that its luxurious riding qualities smooth out the roughest roads," said Mr. Patterson.



Inside Story of How a Real Publicity Stunt Won Out

WHAT is news?

A great editor answered the question by saying, "there is no news in the fact that a dog has bitten a man, but if the man had bitten the dog—well that would have been NEWS.

It is a realization of the great truth contained in this answer that has made hundreds of men famous and enabled many dealers to keep their cars on the front pages of the newspapers to their own everlasting profit.

Take the case of E. W. Williams, of Bennington, Vt., for instance. Williams is the man who recently monopolized space in the Vermont newspapers with his Essex high gear performance. Well, shortly afterwards a Hudson Super-Six cut thirteen minutes off the over-mountain route record for the run between Battleboro and Bennington.

And that is some record as Mr. Williams, loth to hide his light under a bushel, told the editor of a Bennington newspaper. But the editor did not enthuse properly, so Mr. Williams confided to him that he would give a prize of \$100 to anyone except the owner of an Essex who would better this record. Even this appeal to the sporting instincts of the scribe failed, as it only resulted in a three paragraph item in the next day's paper.

Now right here is where the ordinary man would have quit, but not Mr. Williams. He carefully clipped the story and sent it to the Secretary of State, H. A. Black, a sworn foe of all speeders. The result was the following letter from Mr. Black:

Montpelier, Vt., October 24, 1919

E. W. Williams,
Bennington, Vt.

Dear Sir:—Enclosed is copy of a newspaper clipping which has been forwarded to me.

I am much interested in this clipping and above all I am anxious to learn if you are guilty of making any such proposition as is outlined therein. With your long experience in the automobile business you certainly ought to know better, and in all fairness, I wish to warn you that if I obtain proof of the pulling off of any such stunt, I shall revoke the license of the operator, as I consider that such things are absolutely dangerous from any point of view and that no element of value whatsoever, except to satisfy somebody's insane curiosity.

I do not know the name of the party who made this trip in one hour and twenty minutes, but I expect to find out. If you have any denial or explanation to make concerning this newspaper clipping, I should like very much to have you write me.

Yours very truly,

H. A. BLACK,
Secretary of State.

Again Mr. Williams sought out his editor friend with the result that the letter was spread over the front page with a full column review of the record-breaking performance. For thus is true ability and stick-to-itiveness always rewarded.

How Bankers Value a Hudson Franchise Shown by Letter

Just what bankers think of the Hudson franchise is shown by the following letter from the Home State Bank, of Anthony, Kan., to the Hutchinson Motor Car Co., Hutchinson, Kan., Hudson and Essex distributors:

"We understand you expect to have a new agency in Anthony and while we have not learned the name of the party to be in charge, we should like very much to handle the local business.

"As to our standing, we are pleased to refer you to the National City Bank, New York, and the Commerce Trust Co., Kansas City. Also we are members of the Federal Reserve

system and have more than 300 active accounts.

"This bank will always be in a position to take care of loans and buy paper and we are very sure that we will be in a position to co-operate with your local agent at all times and respectfully ask your consideration."

Essex Wins Another Race

In a fifteen mile race on a one mile dirt track at the State Fair at Shreveport, La., a standard Essex equipped with a 5 1-11 gear ratio won first place against the field. The other cars in the race were a Mercer, Packard, Maxwell, Paige, Studebaker and Chevrolet. The Essex was entered by the Dickinson Motors Co.

Essex Victories in Hill Climb Cause Sensation in Australia



THE performances of two Essex cars were the sensation of the Automobile Club's Hill-climb contest at Sydney, Australia, September 19th. The following table indicates the relative positions of the competing cars by the time taken to ascend the hill with full load of passengers, irrespective of class or horse-power:

Car.	H.P.	Sec.	Weight.
Essex.....	18.98	87	3542 lb.
Vauxhall.....	19.77	89	4326 lb.
Essex.....	18.98	90	3668 lb.
Buick.....	25.63	94	4320 lb.
Buick.....	25.63	94	4239 lb.
Vauxhall.....	25.70	94	4158 lb.
Buick.....	25.63	97	4298 lb.
Buick.....	25.63	103	4088 lb.
Overland.....	18.80	111	3290 lb.
Lexington.....	23.71	116	3934 lb.
D. F. P.....	12.96	117	3444 lb.
Buick.....	25.63	121	4424 lb.
Vauxhall.....	19.77	122	4032 lb.
Hupmobile.....	19.15	122	3514 lb.
Aust. Six.....	24.41	136	3969 lb.
Maxwell.....	19.71	139	2744 lb.
Arm. Whit.....	17.79	192	4402 lb.
Fiat.....	11.96	197	3416 lb.

Rushing up the exceptionally steep hill at close upon forty miles an hour, the Essex made the fastest time for the event despite the fact that all of the contestants except two had higher horsepower ratings.

Of the two competing Essex, one had run about 6,000 miles before the contest while the other was a new car unpacked only a few days prior to the event.

One Essex was driven by A. T. Selman and the other by R. Robertson, of Dalgety and Co., Essex representatives in Sydney.

Six Months Wait for Hudson Proof of Owner's Esteem

"It might be interesting to you to know that a year ago last July I took a trip to your factory to obtain a speedster and have been so satisfied with the car that in June of this year I placed an order for a second speedster but, owing to conditions over which you had no control, I was delayed in receiving it," writes E. S. Roberts, of the Savannah Electric Co., Savannah, Ga. "I think that the willingness on my part to wait from June until November for one of your cars is the best recommendation that I can give it."

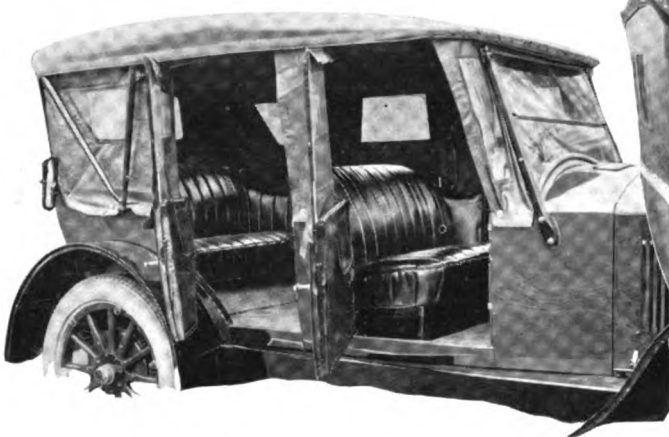
COURTESY is really nothing but common consideration for the rights and feelings of other people.

Essex Winter Efficiency and Comfort Make it the Ideal Car for All-Year-Round Service

Radiator shutters and louvre plates eliminate the necessity for shrouding the hood in unsightly bandages.



Wide-opening doors give the driver easy entrance or exit from either side of the car.



Curtains which open with the doors give enclosed car comfort and convenience.



How curtains are hand-tailored to every car, assuring a perfect fit.

WITH the old superstition that the automobile is a summer plaything still lingering in the minds of many persons, now is the time to show prospects how the disadvantages of operating a car in the winter have been eliminated in the Essex.

The snugly fitting curtains which open with the doors give to the phaeton the comfort of the enclosed car. When not in use they are most conveniently stowed away overhead in hangers that form part of the top, where they may be most easily reached and where they will not be damaged by being sat upon or folded up in a tool box.

The radiator shutters are another Essex winter advantage. One of the principal disadvantages of running an ordinary car during the winter months is the loss of efficiency due to a cold motor. The result is that the gasoline does not vaporize properly, which

causes a lack of power, hard starting, and low mileage. Shrouding the hood in unsightly bandages and covering the radiator with pieces of cardboard are only makeshifts which do not achieve the result desired.

The Essex, however, will deliver the maximum performance at all times. The "choke" assures easy starting. The louvre plates fastening on the inside of the hood do not mar the appearance, and completely close the openings. The shutters, easily regulated from the dash, enable the motor to be operated at its most efficient temperature regardless of weather conditions.

The careful presentation of these advantages to prospects should result in an immediate Essex order instead of a chance at the business in the spring when all of your competitors will surely be on the job.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 29, 1919

NUMBER 7

An Easy Road to Doubled Profits

"**H**E said that he was thinking of getting a new car next spring, but that he was not interested now," the salesman reported.

"Well, let me tell you that we are well aware that there are thousands of persons who ought to be driving an Essex who are not interested now," retorted the sales manager.

"If they were interested, we could send them catalogues and take their orders by mail. The job of this sales organization is to interest people **RIGHT THIS MINUTE**.

"To do so we have only to drive home the fact that the Essex is giving greater performance and more comfort at less cost than any other car.

"There is something wrong with the preparation of a man who is unable to interest the majority of his prospects in a car that has proved its ability to do what the Essex has.

"The buying world expects the salesman, first and last, to know the fine points of what he offers. He can do that only through preparation, by being **READY TO SELL** when he begins to sell.



"You look down on the book agent as a business worker of a lower order. Yet the book man gives a fine example of preparedness.

"He starts out facing the fact that no one, practically speaking, is interested in what he has to sell.

"To accomplish anything he must win attention, develop **INTEREST**, and finally induce **BELIEF**, or **CONVICTION**, and **ACTION**.

"The successful book agent is full of information about his merchandise. He has some good points at his tongue's end to fasten attention and is ready to meet any objection.

"If a prospect says: 'I have a lot of books now that I don't read,' he answers, 'I'm sure you have.

All of us have. But here is a book you will read. Just look at these titles, sir.'

"Like every other true salesman, the book agent creates his demand and then fills it. He says that anyone can 'book orders' but real salesmanship means creating a market.

"A lot is said about 'born salesmen.' They certainly are born or they would not be around. But while it is true that some may have more selling talent than others, in the end **ENERGY COUNTS FOR MORE** than any mere superficial ability.



"Compared to the book agent, think what an easy task you have in selling the Essex.

"In its ideal combination of luxury, performance and economy, it represents the **FURTHEST ADVANCE** of automobile science.

"The successful Essex salesman knows every detail of its wonderful advantages and has prepared himself to present these features in an interesting way.

"One man, for instance, carries in his pocket a bit of the leather used in the upholstery. Another has one of the little roller bearings used in the valve rocker arms.

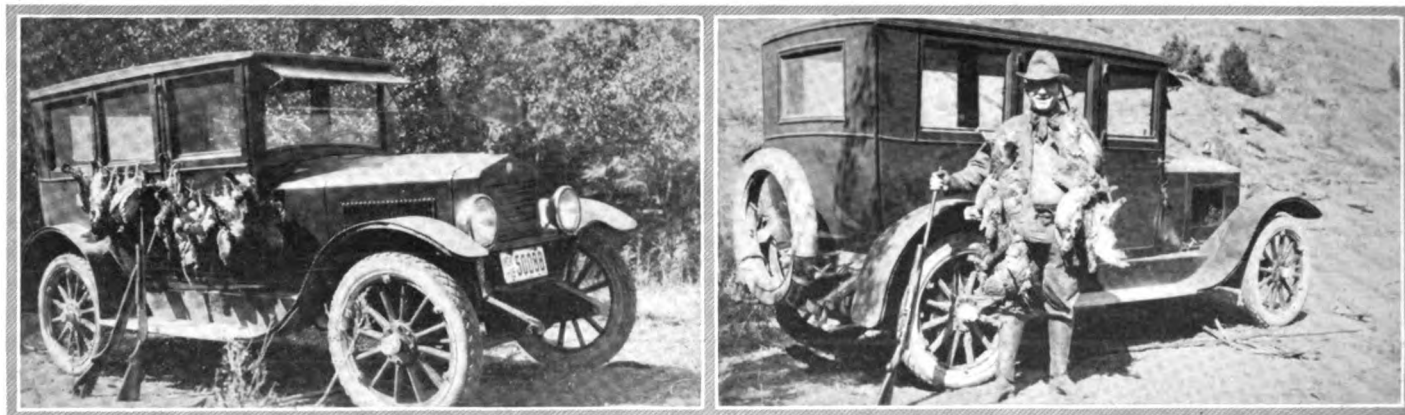
"When the latter begins to tell of the Essex fineness of construction, he puts this bearing into the hands of his prospect as an example of the hidden quality to be found throughout the car.

"In any case, the Essex salesman is a missionary of progress. He is selling the **WORLD'S FINEST LIGHT CAR**. All he has to do is to be able to present the facts in an interesting manner—**TO KNOW HIS CAR**.

"If he does that his sales will be limited only by production and production next year will be double what it was this year—**AN EASY ROAD TO DOUBLED PROFITS**."

THE HUDSON TRIANGLE

Sturdy Essex Sedan Easily Conquers Avalanche Gulch



THE sturdy construction of the Essex Sedan, its ability to withstand the hardest service and its comfort under all kinds of touring conditions was proved recently when it was driven through Avalanche Gulch near Ferry, Mont.

The occasion was a grouse hunt and the party, consisting of R. L. Diggs, his wife and a friend, started from Helena with the mercury in the thermometer hovering about zero. De-



spite the cold outside, the interior of the car was as warm and comfortable as a Pullman.

Avalanche Gulch is known as one

of the roughest and steepest mountain passes in the West, but the car surmounted every grade with the utmost ease, while the bad roads only gave it the opportunity to display its luxurious ease of riding and endurance.

The above pictures show that the journey was a huge success from every viewpoint, except that of the grouse. Not a single mechanical adjustment of any kind was made on the entire trip.

Covers 5,000 Miles in Essex Without Single Adjustment

"After having driven my Essex 5,000 miles in the past four months, I have just returned from a 1,777 mile trip in it through the Kansas, Oklahoma and Texas oil fields," William Kroestshing, of Harbine, Neb., writes to W. B. Jeardoe, Essex dealer at Fairbury, Neb.

"Without question the Essex is the best of all the cars I have owned. Since I have had it I have averaged 18 miles per gallon of gasoline and no mechanical adjustments of any kind have been necessary.

"For 1,000 miles on our last trip the way was through mud that at times came up to the running boards but we came through without any difficulty although the car was carrying two passengers and a 1,200 pound camping outfit."

Flies to Sign Contract



F. E. CLINE, new Hudson and Essex dealer at Trenton, Mo., in a front seat of airplane in which he recently flew to Kansas City to sign his contract. Mr. Cline is in the front seat of the 'plane.

EVERYBODY hates a knocker. They're not even using them on front doors any more.

SUCCESS is no more an accident than the ball player's batting average is a streak of luck. It is putting the right hits in the right place and keeping the good work up—it's head work.

"Essex Best Car I Ever Owned"

"Having just completed a tour of four states, Alabama, Tennessee, Mississippi and Arkansas, in my Essex," writes J. W. Simmons, of Hartselle, Ala., "I can say that I have the best car for service and looks that I have ever owned. It has given me absolutely no trouble and my only expense has been for gasoline, tires and oil."

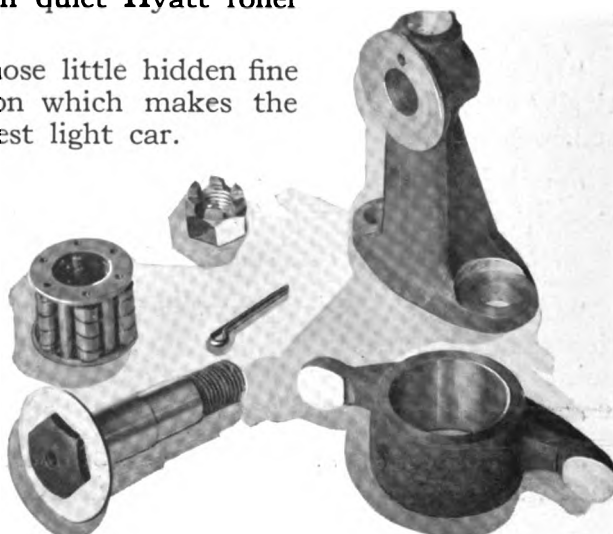
Essex Valve Rocker Arm Assembly

DO YOU know that the intake valve rocker arms on the Essex operate on quiet Hyatt roller bearings?

It is just one of those little hidden fine details of construction which makes the Essex the world's finest light car.

The oil is fed to the bearings through a wick from the overhead oil cups outside the valve housing.

This construction assures quiet operation, eliminates the necessity for frequent adjustment and gives long life.



THE HUDSON TRIANGLE

Winter Fails to Block Essex Trip Over Mountains

THE highest mountain passes across the Sierras are closed for the season to automobile traffic, according to automobile clubs, State highway officials, forest rangers and road crew foremen, but A. S. Patterson, of Stockton, Calif., declares that winter has not yet lowered a rough enough barrier to stop his Essex.

Patterson has just returned from a trip across the Sierras into Nevada, going in via the Sonora-Mono pass and returning by way of Ebbett's pass and the Calaveras Big Trees. The altitude of Sonora pass is 9,624 feet, while that of Ebbett's is 8,800. These passes are exceeded in altitude in the Sierras only by Tioga (9,942 feet), and the going is much steeper and the roads much rougher. And the passes are covered with snow and it was storming along the divide when he made the trip.

Much of the way was driven through what the inhabitants of this section of the country described as the worst blizzard ever seen at this time of the year.

The Essex successfully bucked snow ranging up to twelve and fourteen inches on the level, and at times forced its way through drifts ranging up to three feet deep. The entire trip was made on the car's own motive power. It was frequently necessary for the car to back up and make several plunges ahead in order to force its way in snow plow fashion through some particularly deep drift, but at no time did any of the fair members of the party get out of the machine to lighten the load or assist the car.

"I have had lots of wonderful mountain trips but the one I have just taken far exceeds anything I have ever experienced or expected to experience," declares Patterson enthusiastically. "One who has never traveled through the high altitudes of California either during or directly following a snow storm has no conception of Nature's winter beauties. It's one thing to see the ground all white with snow, but when the stately pines, firs and cedars are also mantled with the beautiful, the picture possesses much added charm. We passed through forests in which tons of snow were suspended on the branches. You never saw Christmas trees that looked prettier."

DON'T wait for extraordinary opportunities. Seize common ones and make them great.



Elmer Negy, of Hutchinson, Kansas, driving a standard Essex touring car in the Pawnee County Fair stock car free-for-all race, which he won against the field. Negy also won the stock car event at the State Fair in Hutchinson, Kan.

20,000th Essex is Completed Nearly Two Weeks Ahead of Schedule



THE 20,000th Essex, a Roadster, went from the final tune to the shipping dock on November 20th, nearly two weeks ahead of schedule.

The event marked the final completion of the greatest production schedule ever undertaken in the history of the industry.

Never before have so many fine cars been built and sold within such a brief period of time. Never has a car met with greater success during its first year.

And the quality of every one of those 20,000 cars guarantees a constantly increasing demand which means permanence and increased profits for every distributor, dealer and salesman.

With approximately 40,000 cars authorized for next year, production already is busy on its 1920 schedule. To those who prepare now to keep the pace it sets will go next year's golden harvest.

How Hudson Prestige Landed Order for Sales Traveler

IS a Hudson Super-Six a profitable investment for the sales traveler? This question is answered in the following story which appeared in a recent number of the Palmolive house organ, the Palmolive News:

"Last week I hired a man to drive me from a certain

Ohio city to a small outlying town," a popular young Palmolive wrote us recently. "This man owned a fine Hudson Super-Six, which was used in the drive. Arriving at my destination, I asked the driver to wait while I called on the principal dealer. This man had never sold Palmolive products. And he seemed to feel that he could worry along indefinitely without taking on the line.

Dealer Admires the Car

"I argued with that dealer for more than an hour. But nothing doing. Finally, in despair, I bade him goodbye and walked to the door. The dealer followed. Just as I entered the car he spoke up, 'That's a mighty fine car you have; what make is it?'

"I told him and he said (referring to the driver), 'Is the other gentleman a Palmolive man, too?'

"'Oh, no,' I replied, 'he just drives for me.'

"That set the dealer thinking. He declared that there was certainly some class to us. 'Let me ask you a question,' he continued, 'how is it that 99% of the traveling men use flivvers on the road, and you have a Hudson and a chauffeur to boot?'

Why He Could Afford a Super

"'That's easy,' I replied, trying to keep a straight face. 'It's because I sell the Palmolive line. If you sold the same line in your store, you, too, could ride in a Hudson Super-Six.'

"The dealer started laughing. 'You have a good line of toilet articles,' he agreed, 'but I believe your line of talk is about as good. I would surely sell your stuff if I thought I could own a car like that. Come back in the store and I'll see what I can do.'

"So we went back. Fifteen minutes later I had his order for five gross of Palmolive soap and a \$60 assortment of toilet articles.

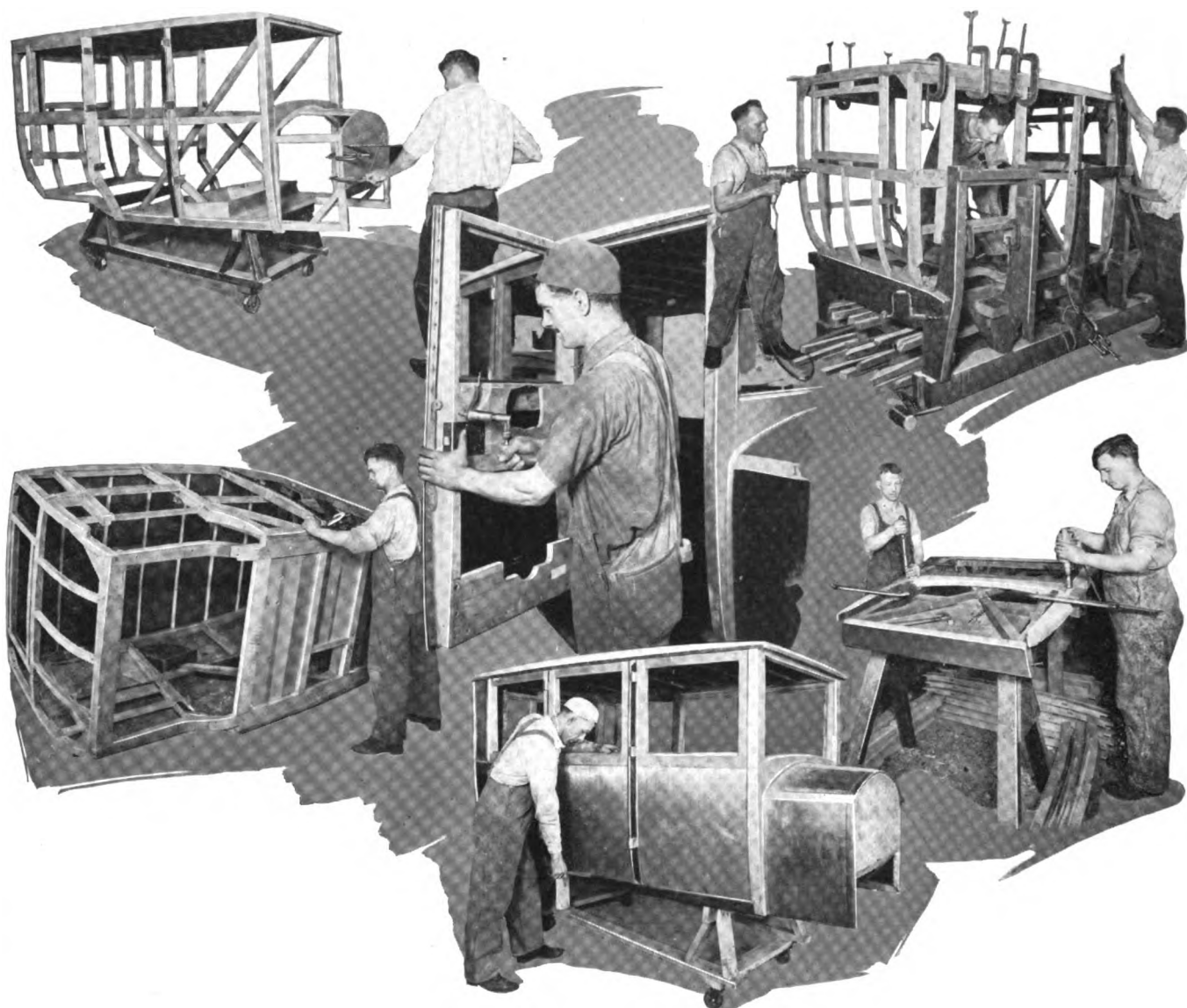
"Before I left, I gently broke the news to the dealer that I was driving around in a rented car. He appreciated the joke immensely.

"'Next time you come back this way we'll hire that car together and go out for a ride,' he suggested."

WHEN you come up to the mark set for yourself, it is safe to conclude that the standard was set too low.

Strength of Construction of Essex Sedan Makes it a Car that Will Not Grow Old

Just Another Detail of Essex Quality



IN strength of construction, as well as in beauty, luxury and fineness of detail, the Essex Sedan equals the most costly enclosed cars on the market.

The door posts and frame work are of extra heavy construction. The sills are one and three-quarters inches thick. Genuine ash is used throughout the body.

The front seat extends clear across the car and is reinforced by a metal backing, giving the utmost rigidity to the body. The windshield is of especially strong construction, but is so built as not to obstruct the vision.

Floor boards are of solid, three-quarter inch stock, the hinges on the doors are extra heavy and the fabric used in the upholstery, as well as in the body and hood lining, is the finest all-wool material.

Improved seals are provided on the windows that prevent rain from running down the glass into the compartment. The windows themselves are operated by revolving lifts.

In every detail, strength, quality and fineness of construction of the Essex Sedan gives assurance that it is a car that will not grow old and will withstand the hardest usage to which it may be subjected.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, DECEMBER 13, 1919

NUMBER 9

Vol. 9 No. 8 - Not Available

Essex Sets New Record for Automobile Endurance

Covers 1,061 Miles in 24 Hours Over Snow-Swept Iowa Dirt Roads

RUNNING day and night over frozen Iowa dirt roads, a standard Essex touring car has just established a new record by covering 1061 miles in 24 hours.

Starting at West Liberty, Iowa, at 10 o'clock in the morning, Nov. 26th, the Essex ran over the highways of the eastern section of the state, stopping only for gasoline and oil until it was checked in at Iowa City at 9:46 a. m., Nov. 27th.

And this new record was not made on a track or speedway by a specially built racing machine. It was made by a fully equipped car that had already been driven more than 12,000 miles in the last ten months. It also was made under the most unfavorable weather and road conditions imaginable.

During the entire period the mercury never rose above freezing and the car was forced to fight its way in the teeth of a bitter wind. Often reaching a speed of 70 miles an hour, then slowing down to a scant 20 miles on some treacherous stretch, the Essex ran hour after hour.

Darkness came and still the Essex darted swiftly and silently over the rough roads. Toward midnight, snow,

whipped by a freezing gale, began to fall steadily, but nothing could stop that speeding shape with its lights cutting a precarious path through the night and the dancing snow flakes.

Dawn broke again, but still the car rushed on, its lights growing dimmer as the sun struggled in vain to break a way through the storm clouds. "Its wicked," said one of the watchers, marveling at the punishment the car was called upon to withstand, but the motor never faltered, not a single adjustment being made to it during the entire run.

And at the finish the car was running as sweetly as it had at the start, not even a tire having been changed. The actual running time, deducting the stops made for gasoline and oil and the finish 14 minutes ahead of schedule at Iowa City, was exactly 22 hours and 45 minutes. The average speed during this time was 47.3 miles per hour. The average speed for the entire lapsed time was 44.4 miles.

But wonderful as this achievement is, it is nothing more than may be expected of any Essex, as the car which made this record was standard in every respect. Also it was owned in Waterloo and was driven by Iowa men.

1895

Twenty-Four Years Experience Teaches Value of Service

TWENTY-FOUR years isn't a very long time, in the business world.

There are many men in Denver who were at their present locations, and even in their present buildings, twenty-four years ago. To them the year 1895 probably seems only a little while back.

But here is what I ran upon, the other day, in an article on automobiles printed in a well-known encyclopaedia in 1896 and written early in that year.

"The Peugeot automobile carriages are among the best known in France, one of them having been awarded first prize in the competition in 1895 arranged by James Gordon Bennett and Baron Zuylen de Nyevelt, being the first four-passenger vehicle to cover the 736 miles stipulated, the time being 54½ hours, including stoppages. The firm of Les Fils de Peugeot Freres in 1891 produced a four-wheeled vehicle with gasoline motor that worked well, and subsequent vehicles have been improvements on that design. The first long journey with one of these vehicles was a trip of 1,280 miles, covered in the actual running time of 139 hours—an average of 9.2 miles an hour.

"The Panhard and Levassier petroleum carriage made the fastest time at the French competition in 1895, as well as the best official time for an automobile carriage up to date. The run of 736 miles was covered in 48 hours and 53 minutes, including stoppages, being a speed of a little over 15 miles per hour. The first prize was not won by this achievement, however, because this carriage seated but two persons, and the rules reserved the first prize for a four-passenger vehicle.

"The building of automobile vehicles in the United States has not been marked by the same success that has crowned European efforts. There are several on the market but the results of public trials have been unsatisfactory. At a trial in Chicago, Nov. 28, 1895, the best speed was seven miles an hour."

November 28, 1895, to November 8, 1919. Only twenty-four years!

So twenty-four years ago—seven miles an hour was a record!

Well, twenty-four years ago I was in the bicycle business over on Eighteenth street. I worked in a basement, patching tires. The entire "Service department" was Tommy

Botterill and its pay roll, as I remember it, was \$12 per week.

My own pay roll now is \$10,000 per month and four-fifths of it is for service.

I invested \$150,000 in additional quarters this year and four-fifths of the building's total floor space is for service.

In my three buildings, stretched along 13th Avenue from Broadway to the alley between Lincoln and Sherman, I will soon have 50,000 square feet of floor space—and over 35,000 feet of that space will be for service alone.

My belief is that service must keep pace with the other advancements of the industry. I don't expect ever to see the time when I can stand still and let my service "take care of itself."

I am trying to build my business on a foundation of permanency. I expect to be here next year and many years to come.

This being true, I can afford to invest for the sake of service, now. Indeed, I can't afford to do anything else.

At least, that's the way I feel about it. Wouldn't you?

TOM BOTTERILL.

ESSEX WINS EVERY RACE

At The Fair

1st In The One Mile

1st In The Five Mile

1st In The Ten Mile

A Regular Stock Car Against Racers

"NUF SED"

Augusta Automobile Co.

111 Jackson St.

Phone 3648

Essex Wins Three Victories Against Racing Machines

ALTHOUGH every other car entered was a specially built racing machine, a standard Essex, driven by Bill Wiles, made a clean sweep of the races at the Southern Exposition at Augusta, Ga., on Nov. 13th. In reporting the result of the races the Augusta Chronicle says:

"Although pitted against Chalmers, Packard, Pope-Hartford and Oakland racing cars, the Essex always managed to go out in front and, having once gained first place, there was nothing on the track that was able to head it.

"The Essex took first place in the mile race in one minute and eighteen seconds. It also easily won the second event, a five mile race. The third race developed into a pretty fight between the Essex, Packard and Pope-Hartford.

"As Bill Wiles in the Essex passed the judges stand during the last few laps, he kept looking back at the Packard, all the time feeding the Essex just enough gas to stay far enough ahead not to be in serious danger and to come under the wire a victor by a safe margin."

An Essex was also entered in the five and ten mile events at the Columbia, S. C., Fair winning both races.

THE energetic man is the one who does not rest when he is not tired.

IT is not necessary to furnish security in order to borrow trouble.

IF you would succeed work your tongue a little, your hands much and your brain most.

TACT consists in saying the things that people like to hear and of listening to the things that people like to say.

A reproduction of a quarter page advertisement run in the Augusta, Ga., Chronicle which tells of an Essex victory at the Southern exposition there in three races on a one-half mile dirt track.

THE HUDSON TRIANGLE

What Its Owners Are Saying About The Essex

THE following excerpts from letters received from several owners show the esteem in which the Essex is held in Albany, N. Y.:

Wm. J. La Plante: On May 30th I purchased an Essex Sedan. The car sold itself to me on lines and appearance. I am averaging twenty miles to a gallon and the riding qualities of the car are superb, due to the rigid construction underneath. The hill climbing ability is wonderful and I have never driven a car that made me feel as safe as the Essex does.

Wm. C. Herrick: To date I have driven an Essex 3,500 miles and have never yet found it wanting. It has been fast, comfortable and as a hill climber, a source of wonder. I have had a large experience with several makes of so-called light cars and the Essex is the only one that I know anything about in which one can ride at forty miles an hour as comfortably and quietly as at twenty and from which you can get out of at the end of a two hundred mile trip without that cramped and shaken feeling, associated with the average light car.

Eugene Hardin: In the past four and one-half months I have driven my Essex nine thousand miles over every kind of road, good and bad, to be found in New York, Massachusetts, Connecticut and Vermont, and it has never failed to get me there and get me back without distress of any kind. I have driven the motor over 7,000 miles without ever having the carbon cleaned out, and at the present time no engine could run smoother or more flexibly.

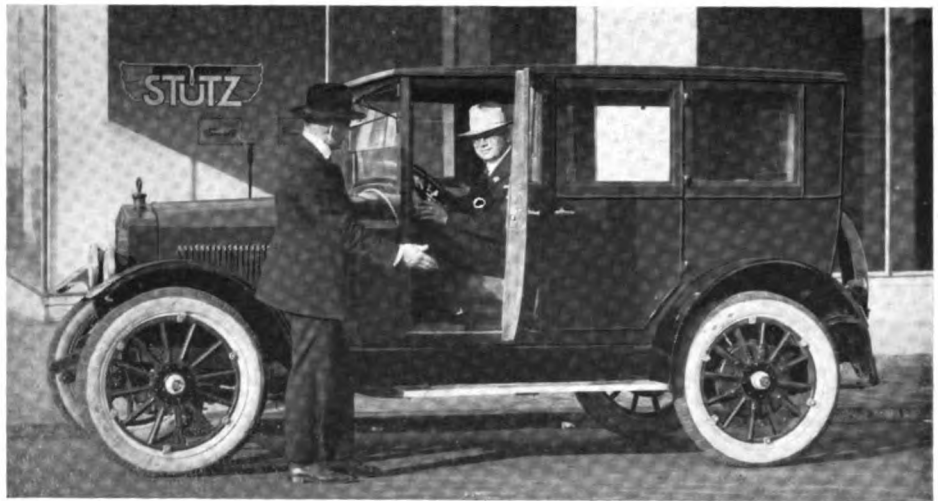
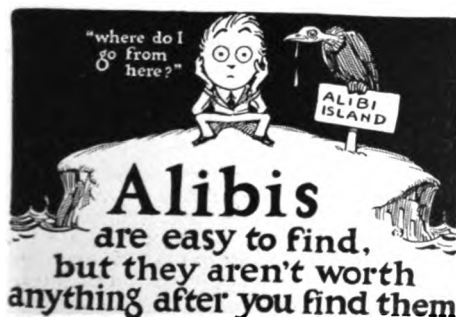
Ernest C. Borst: In the past four months, I have driven an Essex touring car 10,385 miles in livery work and have averaged 18 miles to the gallon of gasoline and about 800 miles to the gallon of oil. I still have on two of the original tires and they look good for a couple of thousand miles yet. The ease with which the Essex will climb the hills and the flexibility of the motor at any range of speed, makes it a pleasure to drive in the city traffic or on the roughest country roads.

Two Essex Pull Street Car Out of a Snow Drift

Up at Fargo, N. D., where winter is winter and begins early, a November snowstorm piled the snow up to a height of from two to three feet on the level and from seven to eight feet in the drifts. All street cars and even the taxicabs stopped running.

Three Essex, however, were kept running during the blizzard, two of them under the direction of Walter Harrison, Essex representative, pulling a street car out of a drift. The car was stalled when the Essex were tied to its front end.

The power of the Essex, combined with the push of the street car's own electric motors, easily conquered the snow drift.



MR. BERT LATHAM, of Latham, Davis and Co., Stutz distributors of San Francisco, has just purchased an Essex Sedan for his wife. Mrs. Latham has desired an enclosed car for some time, but as Stutz cars are manufactured in the open types only, it was necessary for Mr. Latham to obtain a car other than the one he was handling. As he is familiar with the different types of cars, his selection is a tribute to Essex quality, luxury and performance.

JACKSON DAILY NEWS

WEDNESDAY, NOVEMBER 26, 1914

THE HUDSON Won--As Usual! WORLD CHAMPION DEFEATED!

Of course, you saw the auto races at the State Fair Saturday afternoon
And of course you saw that the Hudson Super-Six won--as usual.

There were four races on the card. The Hudson won three firsts and one third in the contests.

"Wild Bill" Endicott, Driving "The Bluebird," a
Hudson Special, Defeated Fred Horey, World
Champion, Who Drove His Famous
Fiat, In the Two-Mile Race

The only service these cars had was at our local service station. We put them in shape for the race.

And the engine in Endicott's car is the identical engine in the Hudson Super-Six, sold at this agency.

What further proof could you ask of the superior merit of this world-famous car?

E. H. SIMPSON

109 WEST CAPITOL STREET

LOCAL DISTRIBUTOR

JACKSON, MISSISSIPPI

Another Hudson victory as chronicled in a full page advertisement in the Jackson, Miss., Daily News.

Wins an Order While Rivals are Trying to Keep Warm

THE following is an address delivered by Hal Brace, of the Hudson-Brace Motor Car Co., Kansas City, Mo., to dealers in the Kansas City territory.

"During the present state of bad roads in almost every section of our territory, most of us are apt to retire to winter quarters or to a place where no profits to dealers exist.

"Which reminds us of an incident in our retail Department several years ago, when retail motor-car sales were harder to make than at present. The weather was very bad—in fact, about the time when we were going to make the final demonstration to a real live prospect (and, incidentally, 'get the check'), a blizzard struck our fair city. This gave us the alibi we were looking for, so we all established headquarters around the radiator until the storm subsided, which was two days later. We then called on this prospect, and instead of getting the order, we got some very costly experience,—he had bought a car from the other fellow, the 'live' salesman,—the one who, undaunted by the weather conditions, made his regular, persistent call on this prospect, his chief argument being that a stormy day was the ideal time and furnished the proper conditions under which to try out a motor-car.

"On this day the salesman was not bothered by competitors, he had the field to himself, he was the only live one on the job, and he impressed upon the prospect the fact that his car would run in any kind of weather and under the worst conditions, that it was a 'twelve month car' and not a 'fair weather' car. He actually convinced this prospect that during a blizzard was the only real time to demonstrate, of course pointing out the fact that if this car performed perfectly on that day, the prospect could be assured of complete satisfaction during any other part of the year. He might have intimated that other cars would not perform well when the ground was covered with snow, and if he did, we confirmed it by not showing up.

Live Wire Gets Order

"The short of this story is, that the 'live wire' got the order to which he was so justly entitled, and we got the experience, which is being passed on to you free-of-charge. You do not have to wait until this winter to get it by actually losing a sale—you have it now—we have paved the way for you. In this particular instance the customer, who was buying his first car, has since purchased two more,—one of the closed type. The latter are both of the same make as his first car, and he has in addition, of course, wielded a certain influence over his friends, so it is hard to determine our actual loss on account of not getting his first order.

"The big point is, and in our opinion the present message to Hudson and Essex dealers everywhere is, that you cannot afford to quit working on a single one of your prospects. It is like starting something and not finishing it. You have gotten a certain number of good prospects up to the buying point, and to disregard them now would mean your throwing away a lot of good hard work and, incidentally, some orders.

"One thing is certain—the prospect is no liver than the dealer or dealers who are trying to sell him. He is anxious to call it all off until Spring, if you will let him. Your competitors may be willing to, but YOU should give him the same attention as heretofore, and any sales closed now means just that many more out of the way, which gets the deck cleared for action in the Spring. This means more cars on your 1920 contract, and also net profits to you at the end of the season.

"Expose Yourself to Orders"

"The shutter and motometer regulated from the dash gives you an excellent lead at this time. It is a very convincing winter argument. Many prospects would buy cars now if they had any idea they could get summer efficiency out of a motor in the winter. You also have another good closer: Last winter, prospects who waited until Spring to buy, kept on waiting through the summer and were forced to postpone their vacation trips. We know of several Hudson orders placed in the Spring of 1919, which are unfilled yet, so you have concrete evidence to present to your prospect in support of your recommendation to him that he buy now.

"There are a lot of other arguments you can offer. Get out, go to work, get tuned up to this line of selling, and in your enthusiasm—possibly on account of securing an order from the prospect who told your competitor that no dealer could sell him now—you will think of some more. Maybe the prospect himself will give you some: so in closing we want to give you a phrase recently published in The Hudson Triangle, 'Expose Yourself to Orders.'

Lauds "Lost Car Bulletin"

"We are very glad to write you this letter in as much as we have just recovered a stolen Hudson car and have the thieves in jail as a result of your publication, 'The Lost Car Bulletin,'" writes Charles W. Mack, of Reno, Nev. "Hudson car 0-7117 was recovered a few days ago in Isabell, Okla. I can assure you this stolen car service is very valuable and should never be discontinued."

Essex Climbs Clubhouse Hill in High Gear

For the first time in the presence of witnesses a car has climbed this famous hill in high gear.

While higher priced cars with six, eight and twelve cylinders have attempted to pull this hill in high gear it remained an unaccomplished feat until conquered by an ESSEX.

Not only did the ESSEX climb this hill in high gear and go over the top at twenty miles an hour but in order to demonstrate more fully the wonderful acceleration and hill climbing ability of the ESSEX the car was stopped at the center of the Howard's Creek bridge and starting from this point it again easily pulled this hill in high.

The car used was an ESSEX standard stock touring car with top and windshield up. The car had been driven 9000 miles the same tires being used.

TYLER MOTORS CO.

PHONE 324

(Incorporated)

25, Lexington Avenue

A quarter page advertisement run in the Winchester Sun, Winchester, Kentucky, telling of a recent feat performed by the Essex.

Here's an Essex Family, One Man Buys Three Cars

On August 15th, Mr. Amos Shank, a contractor with the State Highway Department building roads between Lancaster and York County in Pennsylvania, bought an Essex Sedan of the Hudson Garage, York, Pa.

Mr. Shank became so enthusiastic over this car that when his son needed a car about Sept. 1, he recommended the Essex, and his son bought an Essex Phaeton.

Then the women members of his family who had been driving the Sedan became so attached to it that they demanded an Essex for their own exclusive use and Mr. Shank gave them the Sedan and on Dec. 1st purchased a Roadster for himself.

"Whenever you have anyone who does not know what the Essex is and you can't make them realize its wonderful value, send them to me," Mr. Shank told E. B. Miller, of the Hudson Garage.

Essex is the "Dingbustedest" Car He Ever Saw

During a recent trip from Reno, Nev., to San Francisco in his Essex, W. H. Robrecht reported that workmen putting in water-breaks near the summit of the mountain had torn up about fifty feet of road on one of the narrowest and steepest pitches.

The foreman advised him to turn back, saying that there was not one chance in a hundred that a car could get through that day and that to make the attempt was to take the chance of skidding over the grade into the canyon.

"Using low gear, the Essex ploughed its way through with such speed that the astonished foreman declared it was the 'dingbustedest machine' he had 'ever set eyes on.' He also exhibited much curiosity as to how, having so much power, it could be prevented from tearing itself to pieces."

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, DECEMBER 20, 1919

NUMBER 10

Essex Sets World's Long Distance Endurance Mark

3037 Miles in 50 Hours, Averaging 60.7 Miles An Hour

5870 Miles in 94 Hours, 22 Minutes Driving Time

AN ESSEX stock chassis, under A. A. A. observation, set a new world's mark for long distance endurance on the Cincinnati Speedway, December 12th.

It was the first time a car had ever been driven under official observation at top speed for 50 hours.

Put on the speedway to prove its reliability in a 50 hour test, the Essex, at the end of 27 hours, 58 minutes, and in the 1790th mile, because of rain and sleet was forced to stop. A second start was made three days later but snow again ended the trial. This time the run lasted 16 hours and 25 minutes and covered 1042 miles. The next day the weather cleared, another start was made and a 50 hour period was completed.

Thus the proof of Essex endurance is even greater than that expressed in the 50 hour run. The average car is driven little more than 5,000 miles in the entire season. But this stock Essex chassis went more than a mile a minute for 5,870 miles.

Almost as astounding as its endurance was its tire experience. The front wheel tires went through all three trials without change. Three rear tires were replaced because of damage done by splinters from the board surfaced track.—The tires used in this endurance run were Goodyear cords.

The car was driven by Dave Lewis and Tommy Milton, the noted racing drivers, and De Lloyd Thompson, one of the most famous "stunt" aviators in the country. The drivers worked in six hour shifts, making two stops during this period to fill with oil and gasoline.

The A. A. A. representatives at the trials were Fred J. Wagner, the widely known official starter of practically all American Speedway events, assisted by F. E. Edwards, technical representative of the A. A. A. contest board, J. E. Schipper, of Detroit, assistant technical representative, and R. A. Leavell, in charge of the electrical timing apparatus.

THE HUDSON TRIANGLE



ESSEX

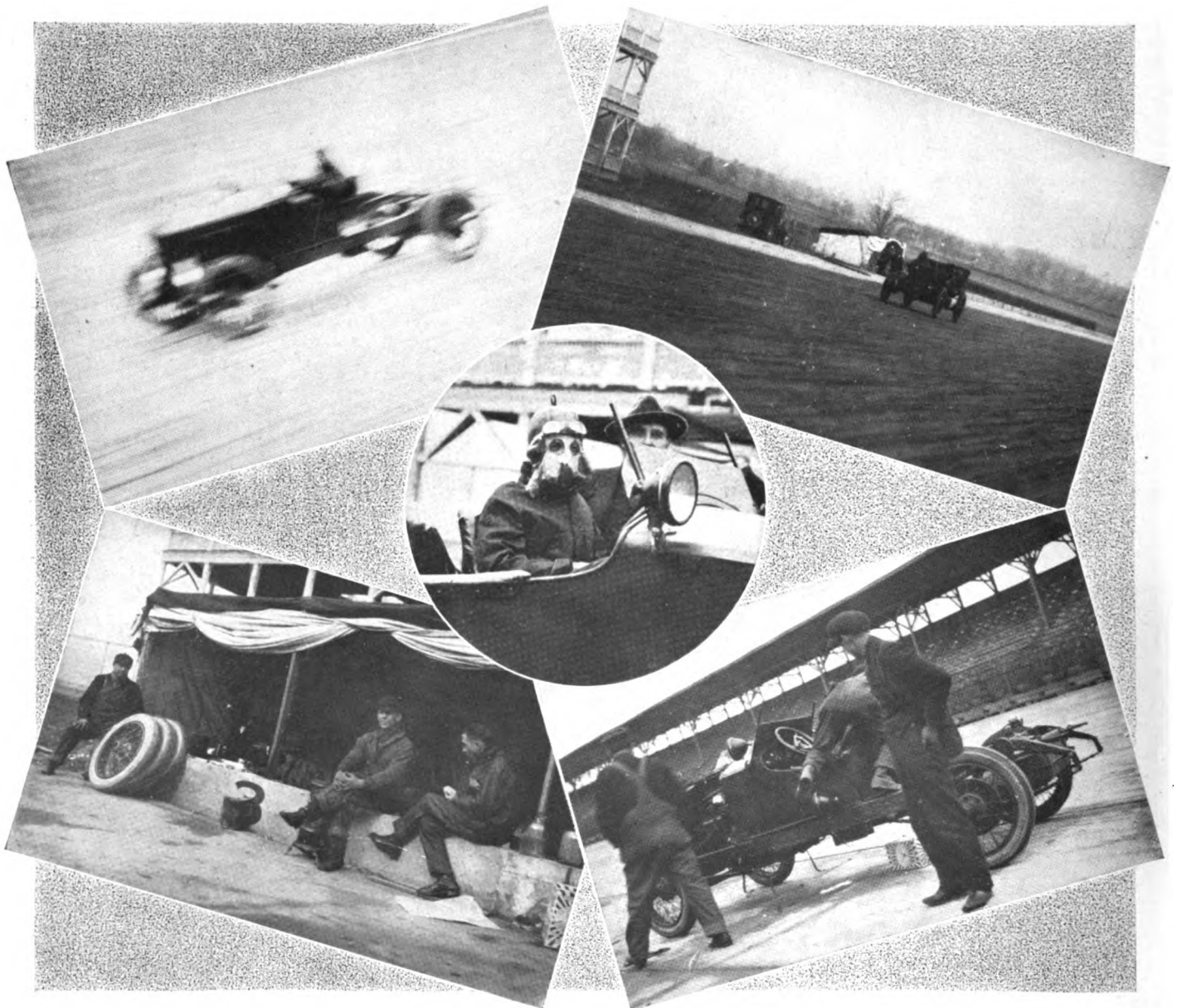
3037 MILES

World's Greatest

MADE BY STOCK CHASSIS ON CINCINNATI SPEEDWAY

A Suggestion for a Painted Canvas Sign

**And What This Essex Did Any One of the 20,000
Now in Service Also Will Do**



Scenes at the Cincinnati Speedway when an Essex stock chassis set a new World's Long Distance Endurance Mark by covering 5870 miles in 94 hours, 22 minutes.

50 HOURS

DID IT



Endurance Mark

ORDER A. A. A. OFFICIAL OBSERVATION, DECEMBER 12

by Across the Front of Your Salesroom

How to Stage This Essex Achievement So You May Capitalize It to the Fullest Extent

TO have accomplished even such a notable feat as that of the Essex at Cincinnati is not enough.

The big thing now is to capitalize it, to get it across to the public, to make everyone realize what a wonderful thing the Essex has done.

What this achievement will mean to you depends almost entirely upon how you stage it—how you drive home to the public what such endurance means.

When we stage anything we surround the skeleton of bare fact with elements that dignify it, aggrandize it, idealize it, make it impressive, attractive, beautiful and to be desired.

Ideas, salient selling points and achievements—all to be staged before

the public can be made to realize their importance and value.

Many distributors and dealers already have a great sign similar to that shown at the top of this page painted on canvas and strung clear across the front of their salesrooms.

Others have sent out reproductions of telegrams announcing the achievement to prospects and to be used as window displays.

All of these things help to attract attention, impress upon everyone the importance of this achievement, and in this way to sell cars.

A forceful advertisement which should be used everywhere was sent out early in the week.

Circular letters also are being forwarded which should be distributed as widely as possible.

Don't Overlook Chance to Capitalize Feat

Publicity stories and photographs will follow shortly. Where photographs cannot be used, electroplates or mats will be supplied.

Every one of your newspapers will be only too glad to print this publicity if it is properly called to the attention of the editor, for this Essex achievement is NEWS.

In brief, this thing that the Essex has done is so big, it means so much not only to you but to every automobile owner, that not one single opportunity should be overlooked in immediately capitalizing its sales possibilities.

In doing so you will profit more than anyone else, for no more convincing evidence could be found of the inherent endurance, reliability and fineness of the Essex.

It is the tangible proof of what 20,000 Essex owners have been saying

for months and is sales material which no prospect can ignore.

So why not see that every owner, every prospect, in fact, that every person you can reach by words, signs or letters, knows the full details at once.

Essex Shutters Help Owner to Resell \$5,000 Car

"I have a very high opinion of the Essex," writes W. C. Steenburg, of South Bend, Ind. "At their best the roads between Nashville and Memphis are very poor, but I was unfortunate enough to attempt these roads after unusually heavy rains. Water in the roads was sometimes three and four feet deep.

"I was two days in running this 260 miles. I met a couple from Chicago in a ***** (car costing more than \$5,000) who were five days in making this trip. The ***** distributor and carburetor are mounted high on the motor, but by closing my radiator shutters, I was able not only to run through but to pull the ***** when the deep water would kill his motor.

"The first day out of South Bend, through driving rain but over good roads, I was able to run 290 miles between daylight and dark (South Bend to Louisville, Ky.)

Still is Pleasure to Drive His 1915 Hudson

"Just four years ago today, I purchased, through the N. Y. Sales Company of Birmingham, N. Y., (my home) a Model 6-54," writes C. A. Willy. "In the four years have driven all kinds of roads, and under all kinds of conditions—rain, snow, mud hills, etc. No tool of any kind has been used on the starting or lighting system; have the original battery and it has never been charged, as the generator has never failed, and it has been used over 5,000 times. The two front tires now on the car were put on in August, 1917. One rear tire has been on 18 months, the other 12. It certainly is a pleasure to drive the old 'bus.'"

The answer is right construction in the first place and lubrication.

■ ■ ■

MEN who try and fail are infinitely better than those who try to do nothing and succeed.

9-year Old Hudson Sets New Endurance Record



THIS is a nine year old Hudson owned by the Crandall Motor Car company, of Oak Park, Illinois. Just recently it was driven 360 miles to Deer Lodge, on Long Lake, Wis. On part of the journey A. C. Banthin, the driver, had to blaze a trail for the car through an almost impenetrable wilderness. It was the first car ever to reach Deer Lodge and completed the trip without a single adjustment.

Why Not Let Uncle Sam Keep Your Mailing List "Alive"?

THE most energetic salesman can only see one prospect at a time. Sales letters sent out at trifling cost will reach untold thousands.

In the past the salesman did his own educational or "missionary" work at a "man cost." The sales letter does it at postal rates in present day intensive selling.

In addition the sales letter permits the salesman's efforts to be used almost exclusively in closing. Frequently it makes the complete sale unaided.

But the most general application is in increasing the productiveness of salesmen and of newspaper and national advertising by diminishing the number of possible sales that otherwise would be lost.

To achieve results with sales letters the first essential is a live mailing list. "A man's mail will reach him anywhere," someone has said, but that statement is not true. Uncle Sam burns thousands of dollars worth of mail every year.

The only way to keep a mailing list alive is by constant revision. Any postmaster will help in this task. Just send your postmaster your list with a letter like this:

"Will you grant us a favor—one that will result in mutual benefit? It is our aim to keep our mailing list as nearly 100 per cent. correct as possible, which means less undeliverable and unclaimed mail for you and less waste postage, correspondence and printed matter for us.

"We have carefully prepared the enclosed list—will you kindly look it over, making any corrections that suggest themselves to you, such as crossing off the names of those who no longer receive their mail from your office, and so on? (For authority for complying with our request, please see Section 547, page 270, Postal Laws and Regulations.)

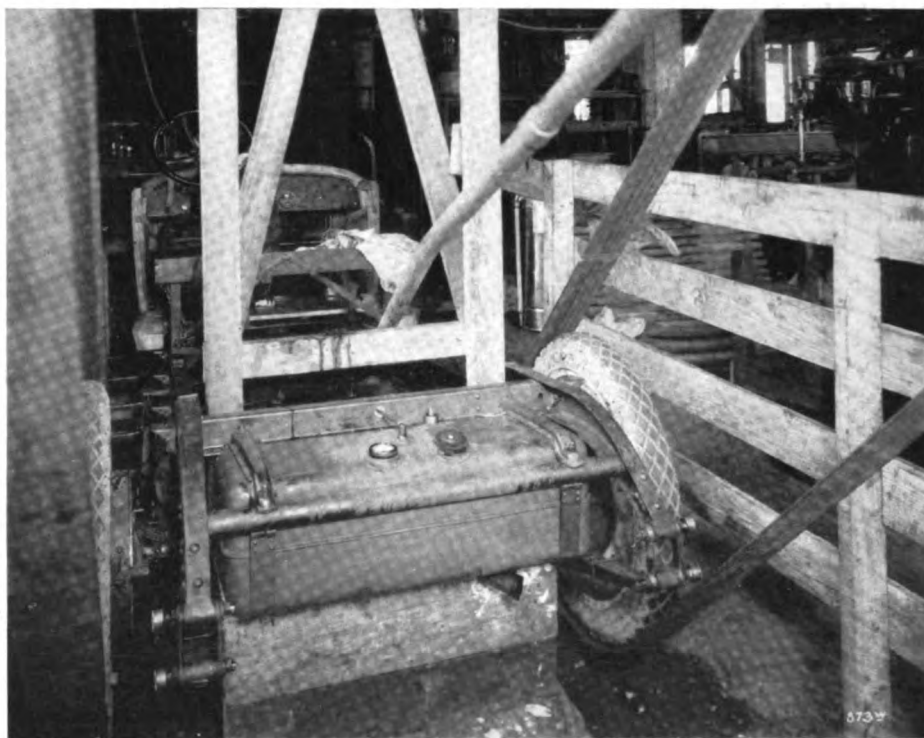
"In a few instances where the postoffice clerks have been very busy, rather than wait until they had the time to correct our list, we have proffered to pay them thirty cents an hour overtime, as we contemplate a large number of mailings in the near future and would like to have our list corrected before they are made. Therefore, if absolutely necessary you may work on this basis and render a bill with the completed list."

Lists of names which are purchased from any source are all right if they are carefully verified either by reference to the city or telephone directories or the postmaster. But in most cases it will pay to check them carefully.

A Good Memory is Invaluable Asset to the Salesman

Other things being equal, the salesman who systematically develops his memory will make far more money than the one who does not.

Hudson Helps to Keep Wheels of Industry Turning During Coal Strike



WHEN most Detroit plants were temporarily forced to shut down by the recent coal shortage, this Hudson Super-Six kept the wheels of one entire department at the Timken Axle plant turning and prevented scores of men from being thrown out of work.

A good memory is one of the biggest assets a salesman can have. Don't think it has to be a natural gift. You can train your memory just as you can train your voice. It is a matter of making up your mind to do it.

A salesman should have a good memory for names. The most successful salesmen usually remember names by using the association of ideas principle. When they are introduced to Mr. Burns, for instance, they do not say "Glad to know you," and let it go at that.

They stop a moment and repeat the name "Burns," making a mental note at the same time of a house on fire. This impresses the name on their minds by painting a mental image which serves to recall the name.

Essex Makes Fast Time Over Snow Covered Roads

"My Essex Roadster has just completed a trip of 25 8-10 miles in thirty-one minutes, making a perfect score," writes Oscar Suemnicht, of Cascade, Wis. "This was a cross country drive over snow and ice covered roads, through the lake and hilly region of Southeastern Wisconsin.

"A trip of this kind with any car made at this time of the year with the roads and hills in the condition they are now, is considered truly remarkable by everyone who is familiar with this section of the state."

Japanese Army Aviators Ride in Hudsons



AS the result of a strenuous series of tests the Aviation Section of the Japanese Army has just purchased six Hudson Super-Sixes. The Hudson was selected because of its endurance, dependability and power.

A Christmas Wish

OUR WISH IS
THAT EVERY MEMBER
OF THE "BIG FAMILY"
MAY ENJOY THE
BLESSINGS OF A
REGULAR
OLD-FASHIONED
CHRISTMAS AND A
HAPPY NEW YEAR

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, DECEMBER 27, 1919

NUMBER 11

\$2,000,000 For Advertising Hudson and Essex

*The 1920 Campaign and How it Will Reach Every Prospect.
What You Must Do to Make it 100% Efficient.*

THE January 3rd issue of the Saturday Evening Post, carrying a double page spread of advertising for Hudson and Essex, marks the beginning of the largest advertising campaign ever planned by this company.

This advertisement is the first of 52 double pages in the Saturday Evening Post. Each issue of the Post reaches over 2,000,000 people and each spread costs \$12,000—a total of over \$600,000 for this publication alone.

Supplementing this are the following:

Literary Digest with 1,000,000 circulation.

Cosmopolitan with 1,000,000 circulation.

American with 1,000,000 circulation.

National Geographic with 740,000 circulation and such publications as Youth's Companion, Country Life, Motor Life, Vanity Fair, Vogue, Theatre, Town & Country; and every authoritative automobile trade paper is on the large list.

Forty-five farm papers, three with nation-wide circulation and the others reaching the most influential farmers in their respective states make up the largest farm paper campaign we

have ever planned. And to all of the above publications (which have a total circulation for an advertisement in a single issue of over 11,000,000 subscribers), we add a newspaper campaign of greater magnitude than has probably ever been used in the automobile industry.

This newspaper program takes into consideration over 1,000 newspapers, and instead of sending out copy to be run as desired, as has been customary in the past, this year every dealer will be urged to carry out a regular, weekly consistent program of advertising.

The papers that will be used, the size of the space, the frequency of insertions, all this information has been sent the distributor and it will be brought to each dealer's attention within the next week or so. If every dealer will do his part in this \$750,000 newspaper campaign, Hudson and Essex cars will not only be the most talked of automobiles in 1920, but they will be the most easily sold cars.

Each week that a Hudson or Essex advertisement runs in the schedule of national magazines, farm papers and newspapers will represent a total circulation of over 20,000,000.

We want to start 1920 with your co-operation.

Just a Few of the New Hudson and Essex Homes Which Have Been Built During the Past Year



H. O. Harrison Co.
Fresno, Cal.



Virginia Motor Car Co.
Roanoke, Va.



Arbeiter Garage
Murphysboro, Ill.



Lloyd Weaver Auto Co.
Wichita Falls Tex.



Arnold Brothers
Sacramento, Cal.



H. C. Bradley
Ft. Collins, Colo.



Dickinson Motor Co.
Shreveport, La.



H. O. Harrison Co.
Fresno, Cal.



Reliance Auto Co.
Birmingham, Ala.

AHUDSON and Essex franchise stands for success, constant growth and permanency.

Backed by a consistent record of achievement, it is motordom's most coveted and sought after prize.

Its holders are partners in the largest factory in the world devoted exclusively to the building of fine cars.

In a little more than ten years this

factory has grown from a little, two-story structure, to a plant containing more than 1,500,000 square feet of manufacturing space.

This success and growth has been shared with every distributor and dealer. The new Hudson and Essex homes shown above are just a few of those which have been built in the past year.

They represent only a small fraction of the millions invested on the solid foundation of confidence that Hudson and Essex achievements of the future will dim even the wonderful record of the past.

Farmers Now Are Buying More Cars Than Ever Before

RECENTLY compiled statistics show that the farmers of the nation, more prosperous than they ever have been before, receive 56 per cent of their income in the months of September, October, November and December.

From Iowa comes the report that the farmers there have bought very few farm implements this year, as implements have advanced at least 100 per cent in price. Instead they are repairing and using their old machines.

Their increased income which normally would go for implements, now is being spent for automobiles. Therefore this is the time to watch your farmer prospects. The money they received for last season's crops is now in hand and much of it will be invested in new cars and better—like the Hudson and Essex.

To delay seeing your farmer prospects until spring is to invite failure for then all of your competitors will be on the job also, while now you have the field to yourself. Another thing to remember also is that the farmer has more time to listen to you now than he will have this spring when his attention will be centered on crops.

\$40,000 Building in Raleigh

The Horton Motor Co., Raleigh, N. C., have just begun work on a new \$40,000 home for the Hudson and Essex in that city. The plans call for a two story and basement, concrete and steel structure.

160,000 Miles as Stage Coach Proves What Hudson Endurance Means



LEST we forget what Hudson endurance and reliability mean, look over this record made by a Super-Six which was purchased by James Adrian in San Diego, Calif., in 1916.

This car was used in the stage business, between El Centro and San Diego, a distance of 125 miles. It made this trip carrying eight passengers and 300 pounds of baggage every day and quite often made the round trip in the same day.

"I drove this car 60,000 miles before taking up the bearings or grinding the valves," writes Mr. Adrian. At 120,000 miles I put in new wrist pins, oversize pistons and a new high gear but the rear end was never touched.

"After having driven this car 160,000 miles over mountain roads, it was sold to Mr. G. Durette, of Sealey, Calif., for \$1,000 and is giving good service today.

"I have driven several other makes of cars but have never had the service that I received from my Hudson."

New Owner Will Turn Up More "Live" Prospects During First Two Weeks Than at Any Other Time--- Watch Him!

REGARD every man who buys a car from you as a prospect for another car; make every owner a booster and every car you sell a demonstrator.

That is the sales slogan of H. S. Hilton who has just been appointed retail sales manager of the Bemb-Robinson Co., Detroit.

"Just to test the efficiency of the owner as a salesman," said Mr. Hilton, "I have traced back every sale I made for a year. In one case I found that the influence of one man alone had made exactly 35 sales for me in twelve months.

"Just think of that—one sale growing into thirty-five in a year. That man, just because he was pleased and satisfied, brought in more business than the average small dealer. And he did it without one cent of compensation.

"This goes to show what a potent influence the owner wields and how carefully he should be taken care of. I always make it a point to see every new owner within two weeks after his car is delivered, for that is his most productive period as a salesman—the time when he will turn up most live prospects.

"The reason is that during these two weeks he is a more active partisan than at any other time. His interest in the car is keener because it is new—the novelty has not worn off. Therefore he talks about it more during this time than he is apt to later on, no matter how enthusiastic he may be.

"So these first two weeks are the time to obtain from him the names of his friends who may be prospects. Watch the new owner closely during this period and you will be amazed by the number of sales which he will turn up."

Essex Pulls Through Safely Where 100 Others Fail

Joseph S. Orchard, of Nashville, Tenn., who has just completed a trip from Nashville to Tampa, Fla., in his Essex, writes that he drove seventy miles through the sand between Waycross, Ga., and Jacksonville at the rate of five miles per hour.

This road he says is almost impassable and at one place he met a native with a truck who had pulled more than one hundred cars out of one particularly bad spot in less than three weeks. He was standing at attention when the Essex came up, expecting another haul.

Mr. Orchard denied him this pleasure, however, as the little Essex pulled through on its own power where more than 100 other cars had failed during the past three weeks.

"1916 Hudson is Some Car"

"I have just purchased one of your cars and although it is a second hand one, I made the trip from Boston to Arizona with no trouble and covered the middle western states from Buffalo on in mud and rain," writes J. M. Sargent, of Tucson, Ariz. "I wish to state that you have some engine in your Model H Super-Six, even if it is a 1916 model."

Essex Achievements in 1919

Sydney, Australia



Cincinnati Speedway



THE following are just a few of the outstanding achievements which have so firmly established Essex leadership during its first year.

An Essex stock chassis established a new world's mark for long distance endurance, covering 3037 miles in 50 hours on the Cincinnati Speedway under American Automobile Association observation.

In Iowa, a fully-equipped Essex set another new endurance mark by travelling 1061 miles in 24 hours over frozen dirt roads.

At Grand Rapids, Mich., a standard Essex established a new mark for a non-stop road run to Mackinaw City and return, 521 miles in 21 hours, 34 minutes.

In the famous "Rim-of-the-World" contest at San Bernardino, Calif., an Essex won first place in its class, climbing eight miles to an elevation of nearly 5,000 feet in 19 minutes, 4 seconds.

In Australia, an Essex made the fastest time in its class in the Automobile Club's Hill Climb at Sydney against a field of 16 other cars, all but two of which had higher horse-power ratings.

In Oregon, an Essex made the 105 mile run from Astoria to Portland in 2 hours, 21 minutes, beating the best previous time by 51 minutes.

In California, the Essex beat the best previous time by 19 minutes in a 110 mile road race between Stockton and Lake Tahoe.

At Stockton, Calif., the Essex was the first of twelve contestants to finish 1919 Endurance Run to the Yosemite.

At Fargo, N. D., an Essex won a trophy for establishing the fastest time in a 5-mile free-for-all race.

Iowa



Madrid, Spain



Grand Rapids, Mich.



Vermont



North Dakota



Cincinnati, O.



The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JANUARY 3, 1920

NUMBER 12

Letters and Phone Quickly Bring In Scores of Prospects

Why Not Hire Uncle Sam to Sell Cars for You?

MERCHANDIZING means educating," said Marshall Field.

"It means the spreading of information regarding the special advantages of what we have to offer," says a Hudson and Essex distributor.

"Obviously this is easier in a small village where everyone knows everyone else, than it is in a large city, because the difficulty of communicating information by word of mouth increases in direct ratio to the density of population.

"Advertising backed up by circular letters, however, overcomes this handicap by enabling us to reach the greatest number of persons in the shortest possible time with our sales message.

"A salesman can only see so many persons in a given time, but there is no limit to the number of circular letters that can be sent out at small cost per unit.

"By establishing personal contact, these letters back up our advertising, help influence favorable action by continual reiteration, and smooth the path of the salesman by educating the prospect on the special advantages we have to offer him.



"Since the first of September, for instance, we have maintained a mailing list of 10,000 names, consisting of owners from the Ford class up.

"Every two weeks we mail to this list a letter, using the ones sent out by the factory with only a few modifications to meet local conditions.

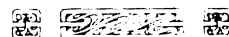
"Since October, we have been achieving excellent results. In fact, there is hardly a fair day goes by but that three or four people come into the store and mention that they have been receiving letters from us about the car and are interested in looking it over.

"If we can get people into the store and show them the car, we believe we have accomplished the longest step toward a sale, for if they will come into the store, we can make them ride and

once they have had a ride, we can take their orders.

"This method of securing business has proved so successful that we have convinced our dealers that it would benefit their sales and we have now taken over their mailing lists which total approximately 30,000 names. Each letter is sent out under the dealer's own letterhead, the dealer paying only the actual cost.

"In preparing the letters the firm name is omitted from the face of the envelope, only the street address being given on the back, so that if it does not reach the state address it may be returned and our list corrected."



Another advantage of the letters, according to this distributor, is that they give his salesman an opening to approach any of the people on the list, as the salesman can say:

"We have been writing to you about the Essex and now we are anxious to show it to you and to prove conclusively that it is exactly what we claim it to be."

In other words, it gives the salesman something on which to concentrate. In addition, this distributor keeps one man busy calling up people on the list by telephone. The conversation is something like this:

"We have written you about the Essex and now we are anxious to give you a demonstration so that you may know the car is all that we say it is. When can you make arrangements to have a ride?"

So far the telephone salesman has called up 300 people. From this number he has obtained six good prospects and twenty-five who state they are going to be interested in the Spring.

This man will be kept at his task all winter as the results so far obtained have demonstrated the value of this plan.

Hudson and Essex Home in Dutch West Indies is One of the World's Most Beautiful Automobile Palaces



THIS is the headquarters of Fuchs and Rens, Hudson and Essex representatives at Batavia, Java, Dutch West Indies.

It is in the Dutch Renaissance type of architecture. The exterior walls are of white stucco. The roof is covered with red Dutch tile. The front windows of the sales room are the two largest single sheets of glass ever made in Holland.

The interior is paneled with

Likes His First Essex So Well He Buys Second—a Sedan

C. O. Brooks, one of the most prominent fruit growers in the San Jose Valley, San Jose, Calif., has just purchased his second Essex from the Normandin-Campen Co. During the past fifteen years, Mr. Brooks has owned fifteen different makes of cars. His first Essex was purchased in April. After driving it more than 9,000 miles, he was so pleased with its performance that he has ordered a Sedan which will replace a car costing twice as much as the Essex.

hand-carved teak. It took Chinese master craftsmen eight

The New York and Chicago Shows

HUDSON cars will be exhibited at the Grand Central Palace during the New York Automobile show—January 3-10, but the Essex will only be shown at the Salesrooms of the Hudson Motor Car Co. of New York, Inc., 1842 Broadway. The Company Offices this year will be in the Hotel Commodore.

AT the Chicago show, January 24-31, the Essex will only be shown at the Salesrooms of the Hudson Motor Car Co. of Illinois, 1615 S. Michigan Ave. The Hudson will be shown as usual at the Coliseum, and Company Headquarters will be at the Hotel Congress.

months to complete the carving which was done in the building. At the same time they fashioned the furniture, also of hand carved teak, to harmonize with the remainder of the interior.

The floor is of blue delft, imported tile. The pure white of the ceilings, the rich dark tone of the side walls contrasting with the deep blue of the floors, make this one of the most unique and distinctive automobile palaces to be found anywhere in the world.

Essex Owner Used Too Much Oil, Writes Dealer

"In a recent issue of THE TRIANGLE there was a story about a tourist who drove 2,117 miles in his Essex and put only seven quarts of cylinder oil in it and considered that a wonderful performance," writes H. Sornberger, of Ottawa, Kansas.

"One owner of an Essex here drove his car 703 miles without adding any oil to what we had in it when it was delivered to him."

Time Is Salesman's Greatest Asset—Don't Waste It

SALESMEN, more than any other class of workers, are dependent on **TIME**. You can only interview so many prospects a day, and sales follow interviews. You cannot afford to waste time.

Week end vacations are all very well for retired business men, but you can't indulge in this extravagance and stay in the business race. To a man who proposes to achieve success in the world nothing is more important than the saving of time. Time is the master thief—what it takes from us can never be replaced.

The great men of the world have never wasted time. Frederick the Great rose at 4:30 every morning and attended to his correspondence before breakfast. Napoleon Bonaparte averaged only four hours sleep. Benjamin Franklin could not afford to waste a minute. When he took a bath he placed a rack over the tub so that he could read a book at the same time. Edison works eighteen hours a day. The men who win are the men who make every day stand on its own feet. They are Six Day Men. Are you?

Many salesmen object to seeing prospects on Monday morning. They say that prospects are too busy with mail that has accumulated over Sunday. These salesmen do not realize it but this "can't work Monday morning" idea takes exactly 34 days—over one whole month—out of their working year! Ten per cent. out of their earnings.

His Secret of Selling 43 Cars in Texas Town of 700 in One Year is---WORK

ACCORDING to Webster's dictionary, "Goodnight" is suggestive of "Sleep."

But the United States Postal Guide says that "Goodnight" is a town in Texas—population, 700.

Anyhow, Paul Num, the Hudson and Essex dealer at Goodnight, has sold 8 Hudsons, 35 Essex and has taken orders for 7 more Essex during the past year.

His success he sums up in one word, "Work."

Just another proof that a small territory intensively cultivated is more profitable than a large territory allowed to go to seed.

And also that energy is a greater factor in sales success than any superficial talent.

Manufacturing Employees are Largest Group of Essex Owners in One City

OUR Essex sales during the past year have been to every class of people—proof of the car's universal appeal," writes the Erwin M. Jennings Co., Inc., of Bridgeport, Conn.

"It is interesting to note, however," the letter adds, "that the largest number of sales to any one group have been the manufacturing employees. By this classification, we mean people

who are working for manufacturing concerns at day wages.

"These buyers form a very interesting and profitable group, as they are not only numerous, but in most cases they buy the Essex as their first car and have no old car to trade in. Their buying power, comes from the greatly increased wages that are being paid.

"A further analysis of our sales shows that the greatest percentage of our Essex owners are persons who formerly owned much heavier cars. This would seem to indicate that it is easier to convince the prospect who owns a heavier car of the Essex advantages, than it is to prove the same thing to the man who owns the conventional type of light car.

"In other words, the wonderful performance of the Essex is more immediately convincing to the heavy car man because he can compare it with his more costly automobile, while the light car man has no such basis of comparison."

Purchase of an Essex Proves Wife's Judgment Best

"Let your wife choose the car you purchase," is the advice of J. H. Lindsay, of Sacramento, Calif., who with Mrs. Lindsay, recently returned from a 3,000 mile journey in their Essex Sedan.

"I have bought eleven cars myself, but have never been completely satisfied," said Mr. Lindsay. "This time I let my wife do the picking and she chose the Essex Sedan."

"Her selection certainly vindicated the good judgment of womankind, for the car never gave an instant's trouble. We stayed in hotels only two nights on the trip, the remainder of the time sleeping in our car."

Endurance Feat Helps Sell Four Roadsters



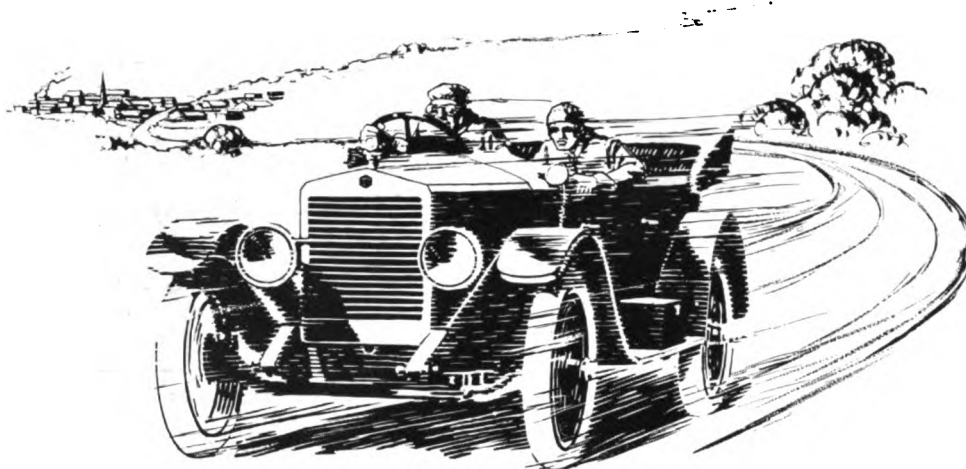
AN indication of the commercial possibilities of the Essex Roadster may be seen in the sale of four of these models to the Hughes-Curry Packing Co., of Anderson, Ind. These Essex were sold in competition with three other makes ranging from \$300 to \$500 less in price.

"The deal was in the making just at the time the Essex made its remarkable

showing at Cincinnati," writes the R. V. Law Motor Co., of Indianapolis, "and the wonderful endurance mark was a great factor in helping to close this business—along with the energy of our Anderson dealer, Tracy Prophet."

These four roadsters are to be used by the buyers of the packing concern, who cover the country purchasing selected stock only direct from the farmers.

Essex Again Proves Its Endurance in 1013-Mile Maine Road Run



From Boston to the Canada Line and Back in 32 Hours Actual Running Time

FROM Boston to Fort Kent, Me., on the Canadian border, and back again, a distance of 1013 miles, in 32 hours actual running time.

That is the record made during zero weather and over ice-covered roads by a standard Essex touring car.

The total lapsed time, as recorded by observers from Boston, Bangor and Houlton, was 36 hours and 23 minutes.

Temperatures ranging from 15 degrees above to 20 degrees below zero, and roads deeply rutted, snow and ice-covered, made the run the most severe test of endurance, to both the car and its occupants, ever undertaken in New England.

Storm lashed and pelted with gale driven torrents of snow during part of the journey, the fact that one driver froze his entire hand and another three fingers gives only a faint idea of the weather handicap against which the car contended.

It was crisp and cold when the Essex, a standard car taken from the salesroom floor of the Henley-Kimball Company, departed from Boston at eight o'clock at night. It was driven to Portsmouth, through Stoneham and Haverill. Be-

yond Portsmouth there was ice and snow all the way.

There was only one stop to Bangor, in spite of the heavy going due to frozen ruts six to eight inches deep. At Portland four heavy chains were put on and from Bangor on the roads grew worse and the cold more intense.

The hardest stretch of the journey was through the Maine woods with the thermometer at 20 below, to Fort Kent. Leaving Fort Kent at 3:15 in the afternoon, the Essex was driven through crusted drifts of snow to Houlton, thence to Mattawamkeag and on to Bangor.

Only one stop, to change a tire, was made before reaching Portland. At Portland, the four chains were removed, although it turned out that there was a light snow all the way to Boston.

At 8:23 the second morning following its departure and just thirty-six hours and twenty-three minutes after the start, the Essex arrived back in Boston, after having triumphed in the hardest road endurance test to which a car was ever subjected in the history of New England motoring.

The Hudson Triangl

VOLUME IX

DETROIT, MICHIGAN, JANUARY 10, 1920

NUMB

BUYERS CROWD EXHIBITS AT NEW YORK SHOW

THE one feature that stood out more than any other at the New York automobile show which closed on Jan. 10th, was the tremendous buyer interest, and the conclusion that every Hudson and Essex distributor and dealer who visited the show could unmistakably get---that 1920 is to be the greatest selling year in the history of the industry, and that there is going to be a real shortage of cars.

This demand for automobiles on every side was the significant note of the show. New York shows have always attracted large numbers of people. But in other days they came to look, partly out of curiosity, and partly because it was fashionable to be there. This year there was a different class of show goers---a new atmosphere prevailed the Grand Central Palace.

The aisles never held so many prospective buyers as they did at this time. The crowds were looking for cars of the Hudson and Essex type. They indicated better than anything else the kind of market that awaits Hudson and Essex dealers in 1920.

It was important, too, to observe that there were more Hudson and Essex distributors and dealers in New York than in any previous year. On Monday, 17 distributors, from points as far away as Dallas and Jacksonville, visited the offices.

Every distributor and dealer who went over to the show, came back with the same opinion---that they would be far oversold on Essex and Hudson this year.

The few new cars that were shown, the minor changes here and there in various models, did not so much as cause a ripple. The big dominating thought that prevailed was the tremendous buying market that is at hand.

1920 to Smash All Records Achievement, Growth

NINETEEN-NINETEEN was the most prosperous and successful year ever experienced by Hudson and Essex distributors and dealers. Despite the severe handicaps against which production had to contend, close to 20,000 Hudsons and more than 20,000 Essex were built and sold.

During the year Hudson added greatly to its prestige, the cars delivered to owners assuring the continued and increased popularity of the Super-Six in the years to come, while general recognition of the engineering advantages exclusive to the Hudson make more certain its position as the world's largest selling fine car.

The Essex, introduced to the public on January 16th, has scored the greatest triumph ever achieved by any fine automobile during its first year. Through sheer merit, and without other indorsement, it has proved conclusively that it is good enough to sell itself.

Increasing Demand Fore

"NINETEEN-NINETEEN has been a trying year for both distributors and dealers. However, it has been the most profitable year by far, that we have ever had. The outlook for 1920 could not be brighter. Our mark is to exceed our 1919 business by 100 per cent or better."

JESSE A. SMITH AUTO CO., MILWAUKEE, WIS.

"What both the Hudson and Essex have accomplished in the last year seems almost unbelievable. But the results in 1920 will be very much greater. We believe that these results will be based largely on the number of cars we are able to obtain and, in view of the fact that our schedule for the next ninety days is entirely taken up with definite, bona fide, uncancelable orders, isn't it time now for you to consider an increase in our allotment?"

HUDSON-JONES AUTOMOBILE CO., DES MOINES, IA.

"Nothing could look better than the prospects for 1920. Our retail sales in December not only exceeded by far any previous December in our history, but, with one exception, are the largest of any month in the history of our business. That is particularly gratifying when one considers that, ordinarily, December is not a banner month for the sale of automobiles. While in 1919 we did not get cars enough to fill our orders, still we were so much better off than the majority of our competitors that we repeatedly congratulated ourselves that we were

part of such a progressive, fine Essex organization."

THE HENLEY

"Your accomplishment difficulties, have been true coming years, we can see Hudson and the Essex with the brilliant achievements

A. L. MAXWELL

"We are looking forward in our history. Never before. We are adding to all our care of this new business we sell and to keep pace with and Essex for 1920. The selves and our dealers more than appreciated. It shows organization at heart, for have been no trouble on production at the new plant

TWIN CITY

"We sincerely believe most prosperous year we

For Hudson and Essex Prosperity=Get Ready Now

Today the Hudson and Essex, represented by the most successful and aggressive sales organization in all motordom, dominate their fields, and their fields are large. The future of both cars is assured---their continued growth is certain.

Production for 1920, as you already know, will total approximately 70,000 cars---30,000 Hudson and 40,000 Essex---almost double last year's record-breaking total. The volume of production is estimated at well over \$100,000,000.

As a result, Hudson and Essex distributors and dealers are everywhere preparing to make 1920 the most prosperous year in their history. Never before has there been so much money in circulation.

Never before has every section of the nation experienced such unprecedented prosperity, as may be seen from the following quotations from a few of the letters received recently:

Biggest Year in History

and outfit as the Hudson and
ALL CO., BOSTON, MASS.

1919, considering all the
ful. For 1920 and all the
lous success for both the
bound to overshadow even
ast."

, LAWRENCEVILLE, ILL.

as the most profitable year
he outlook been so bright.
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realized that there would
t to have sold your entire
higher one if you saw fit."
CAR CO., MINNEAPOLIS.

end of 1920 will see the
d and we are building up

our organization to keep step with the increased factory facilities and the increase in the volume of cars. Hudson prestige is too firmly established to need any comment. Regarding the Essex, the production has been as extraordinary as the demand. It is a car of such quality as to get better as it is used. The demand will be limited only by the supply."

MEMPHIS MOTOR CAR CO., MEMPHIS, TENN.

"We look back over the five years' connection with the Hudson as the most pleasant business relations in our automobile experience. With absolute confidence in the onward and upward movement of Hudson and Essex, we expect to sell a million dollars' worth of automobiles in 1920 and they will all be Hudson and Essex. Last July we closed out two other lines, believing that the Hudson and Essex fully met all of our requirements. In each of the following months the total sales amounted to more than the average amount of sales previous to this in the entire year."

LORD AUTO CO., LINCOLN, NEB.

"We are delighted to be able to share with you the increase in production for 1920, and feel assured that we have the best dealer's organization ever gotten together in eastern Tennessee. Regarding our allotment, we believe we can sell more cars if we can get them. Essex is growing in popularity every day.

ROGERS & CO., KNOXVILLE, TENN.

Prospect is Just as "Live" at First Interview as He is at Last

HOW many times have you had prospects say to you: "I am not quite ready to buy yet. I will see you later?"

It would be hard to estimate how many thousands of dollars this hoary old "stall" has cost every automobile salesman.

And yet any "live" prospect is just as "live" at the first interview as he is at the last—in fact he is much "liver."

So even if you do get the order at a later interview, you have wasted time every time you have called on a prospect after having once asked him for the order.

In addition you are weaker in the eyes of two men—your prospect and yourself. The prospect respects the man who convinces and sells him more than the man who allows himself to be put off.

In closing orders remember that the greatest weakness of human nature is hesitating to make a decision. So don't be afraid of asking the prospect for his order. Many salesmen fail at this very point.

They are so afraid of losing the sale that if the prospect does not voluntarily give them his order, they put off the final effort "until tomorrow."

The result is that the prospect more often than not leaves the salesroom and when next heard from is driving a car he has purchased from some more aggressive salesman.

Better Horses in Hudson

During a conversation with a Hudson owner the service manager of the Trinidad Motor Sales Co., Trinidad, Colo., mentioned another make of car that had about the same S. A. E. horsepower rating.

The Hudson owner stopped, thought a moment and then replied, "Well, there must be better horses in the Hudson."

New Topeka, Kansas, Dealer

Larry Huey, one of the most widely known automobile men in Topeka, Kansas, has just taken over the Hudson and Essex agency for that city. He was formerly assistant county treasurer and later was connected with the Bank of Topeka.

Two Efforts To Lower the Wonderful Record Made by an Essex in New England Fail

"YOU can't beat an Essex!"

That is what they say in New England where two efforts to lower the Essex record for the trip between Boston and the Canadian border line have ended in disaster.

Just seven days after the Essex made its remarkable run, covering 1013 miles in 32 hours actual running time, another car costing nearly twice as much set out to lower the mark set by the Essex.

The rival car was favored by a week of perfect weather which had followed the Essex achievement, but, despite this, it was 45 minutes behind the Essex time at Bangor on the way up to Fort Kent and 12 hours behind at the same point on the return journey.

The second effort by the same make of car ended in a ditch at Herman, seven miles from Bangor on the Waterville road four days later. The rival car plunged off the road at a turn, breaking the front axle and wrecking the engine.

The Essex made its record under the most unfavorable weather conditions imaginable, the mercury for a large part of the journey registering 20 degrees below zero.

On the other hand, the rival car was favored by eleven days of perfect weather, and it was handled by organized relays of dealers, but even so it could not even approach the time made by the Essex.

The Law of Work

Any man who gets the right idea about work is absolutely safe for life. It is as simple, as universal and as unfailing in its operation as the law of gravitation. Stated by analogy, it is that you can't get a bushel of potatoes at the same cost as you get a peck. Every man has a right to what he works for, and his capacity for work is the absolute measure of his value to himself and to society.

Essex Does the "Impossible" In 200 Mile Run to Reno

ARUN that most motorists wouldn't tackle for \$1,000 was made this week by F. Tilton and S. Peters, of Cedarville, Calif., in an Essex car," said the Reno, Nev., Evening Gazette, in its Dec. 10th edition.

"They left Cedarville Tuesday morning and arrived in Reno Wednesday night, after fighting their way through 200 miles of unbroken snow which averaged from two to five feet in depth. The Black Rock Desert road, which is considered a mean road, even under good conditions, was the route taken.

"Departing from Cedarville at ten a. m., the Essex battled its way through the worst blizzard since 1889, reaching Roundhole late Tuesday and spending the night there. Leaving Roundhole Wednesday morning, the car arrived in Reno at five o'clock that evening, although old settlers declared that no other car had ever been able to accomplish the journey with that much snow on the ground.

"The Essex brought us in without a falter," said Mr. Tilton on his arrival. "In the canyons and on the summit, the snow was five feet deep and it was necessary for us to back up and run into the drifts time and time again and either plow through or break our way over the top. We did not have a bit of trouble and would make the trip again under the same conditions."

Essex Almost Scares a Police Department to Death

In a certain city in the central west there is a nationally known manufacturing company, the chief engineer of which is the proud owner of an Essex Roadster.

Recently this owner heard that the police department of his city was seeking to buy a car to run down some speed law violators. The guardians of the law bought one eight cylinder car but found that it did not have enough "punch." As soon as he heard of this the owner made an appointment for a demonstration of the Essex and in his own words, "Almost scared the police department to death."

Hundreds Visit Essex at Two-Day Exhibit



THIS is how The Bemb Robinson Co., Detroit, displayed the Essex which made the new world's endurance mark of 3,037 miles in 50 hours on the Cincinnati Speedway.

The car was shown for two days and attracted hundreds of visitors, the greatest interest being shown throughout the city in its remarkable achievement.

Besides providing a list of many live prospects, the exhibit resulted in several outright sales.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JANUARY 17, 1920

NUMBER 14

How Grit, Courage and Energy Overcame All Obstacles

"I DON'T wait for opportunity to come to me—I create the opportunity," declared Napoleon.

"I won't wait for prospects to come to me in the spring—I'll go out after them now," said the Hudson and Essex dealer in a little New England village.

The town was so small that there was no place to hold a salon or a show. The roads were all piled high with snow and the mercury registered from zero to 20 below.

Every other dealer in the village was busily engaged in trying to keep warm, but this man decided to defy tradition which said that winter was a "dead season" and stage a campaign of demonstrations.

"With two Essex Sedans," he said, "we put salesmen on the streets and literally lassoed everyone in sight, even the school children.

"No one would come out for a ride, but those who had to get out were delighted once they were picked up and comfortably transported to their destinations.

"The cars, running through the streets every day when most owners had laid up their machines for the winter, were good advertisements.

"In three days the whole town was talking Essex and our salesmen picked up from three to five live prospects every day."



While the campaign was at its height, however, a midnight fire destroyed this dealer's garage and every car it contained.

Before the fire was out the next morning he had his distributor on the long distance 'phone.

"I want more cars—quick," he demanded.

Then, with one Hudson that had been saved, he broke a trail over the almost impassable roads and in the next two days brought back six cars.

A new Essex was delivered to every owner who had lost his car and one to the owner of another make who also had lost it in the fire.

The rival dealer obtained a car several days later which he confidently offered to his former owner only to find that the latter had signed up for an Essex before the fire-swept ruins were cold.

With his owners properly cared for, the Essex dealer continued his campaign with touring cars, doing a rushing business in a small shed formerly used for storage.

His success in overcoming all obstacles and even in turning them to his own advantage simply goes to show what grit, courage and energy can accomplish.



"Genius," says someone, "is simply an infinite capacity for taking pains."

And so in selling automobiles, as in every other line of human activity, nine-tenths of the prescription for success is plain, everyday, honest hard work.

Philosophers long ago gave up seeking perpetual motion, but many persons are still seeking some principle of perpetual rest.

This is especially true of those who cling to the belief that the automobile is a warm weather toy and that winter is a time to quit selling and rest up for spring.

Both the Hudson and the Essex are all-the-year-round necessities to a greater degree than any other cars on the market.

Bad weather simply provides an opportunity to conclusively demonstrate this fact.

What can be done at 20 degrees below zero in New England can be done anywhere in the United States.

Magazines Which Will Carry Hudson



THE HUDSON SUPER-SIX AND THE ESSEX will be the best advertised automobiles in the world this year. The publica-

tions shown above will be
campaign already under way.

and Essex Advertising This Year



**the great \$2,000,000 cam-
amount \$750,000 will be ex-**

pended in more than 1,000 of the larger newspapers. The benefits will be reaped by every distributor, dealer and salesman.

Essex in 24-Hour Non-Stop Run Covers 502.4 Miles, Averaging 20.1 Miles per Gallon of Gas

A NOTHER notable record for both endurance and economy has just been made by an Essex at Wilkes-Barre, Pa.

In a 24 hour non-stop run, this Essex, a standard fully equipped car, covered 502.4 miles on exactly 25 gallons of gasoline, or an average of 20.1 miles per gallons. One and one-half quarts of oil were used.

These figures were compiled by the driver and the judges, the latter being disinterested newspapermen who checked every detail of the test. The car used was one that had been in service for months, the speedometer registering 5,877 miles when the test started.

Nothing was done to prepare this Essex for the test, except to remove the carbon from the cylinders. The valves were not ground nor was a single bolt or nut tightened and yet the car went through the twenty four hours without a falter. There was only one puncture,

which happened on a particularly bad stretch of road in the Nescopeck region.

The route followed on the test allowed for the best roads as well as the worst. Starting from Wilkes-Barre, the route led to Nanticoke, then back through Wilkes-Barre, to Scranton and on to Carbondale. On the return the way led through Scranton to Wilkes-Barre and then along the east bank of the Susquehanna to Hazleton. The return was made over almost impassable roads along Nescopeck Mountain.

In some places along this stretch the ruts were fully eight to ten inches deep and twice the car was swung around until it was at right angles to the road. The distance covered is particularly gratifying as much of the time was spent traveling through the various busy streets of Wilkes-Barre, Scranton, Hazleton and Pittston, not to mention Carbondale and other smaller towns where speed could not be made.

5,374 Miles Without Paying One Cent For Repairs

When A. H. Pitney, of Marshfield, Ore., decided to go to California, he bought a Hudson Super-Six seven passenger phaeton which already had seen 9,000 miles of service. Then he acquired a camping outfit and started out with his wife and baby.

The route included Portland, Seattle, Butte and Livingstone, Mont. Then they proceeded to Jackson's Hole, Wyoming, and to Salt Lake and over the Arrowhead Trail to Los Angeles. It took a month to complete the trip, which covered 5,374 miles and only 349 gallons of gasoline were used, an average of about 15 miles to the gallon.

"In spite of terrifically bad roads," said Mr. Pitney, "not a cent was spent on repairs, which I call some recommendation for our Hudson."

Second Hudson for Road Chief

After having driven his Hudson Super-Six 66,000 miles over all kinds of roads in the territory around Oswego, N. Y., E. A. Howard, County Superintendent of Highways, has just purchased a new Hudson. As Mr. Howard used the car in his work, it received the roughest kind of usage and his purchase of another Super-Six is a tribute to the satisfactory service rendered by his first Hudson.

3,000 Miles Without a Miss

"I have driven my Essex 3,000 miles since June 14th and every mile with pride and pleasure," writes Charles E. Brandt, of Adams, Wis. "During this time the motor has never even missed once, I have not had a single puncture or the least trouble of any description. The roads in this county are the most sandy in Wisconsin, but there is no sand too deep for the Essex."

Hudson Owners at Special Show are Amazed by the Simplicity of Chassis

TO show Hudson owners the impressively rugged construction of the Super-Six chassis, Tom Bot-

terill, of Denver has taken a stock chassis, painted the outside of the frame grey, the inside red and the motor white.

This chassis has been placed on display and is attracting a great deal of attention, special letters having been sent out inviting owners to call and inspect it. The letters of invitation read in part:

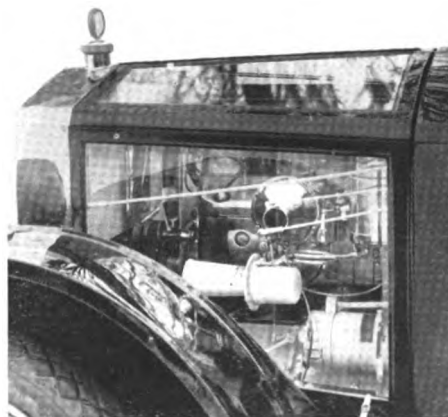
"The chassis is particularly interesting as showing the sturdiness and simplicity of Hudson construction. You will realize more than ever before why we claim that a Hudson is a real investment and why we also claim long life and low upkeep costs for it.

"As a Hudson owner you will find several things about this chassis which you never dreamed were incorporated in Hudson construction."

"It is surprising how few Hudson owners have even the slightest idea of the wonderful chassis construction that they have under them when they are driving a Hudson," says Mr. Botterill.

"Just a glance at the ruggedness and simplicity of the chassis is so convincing that it turns an owner into the most enthusiastic kind of salesman, and besides, gives him real sales 'ammunition' which he can use among his friends and acquaintances."

Seven Prospects in Day



THIS is the Essex demonstrator used by the Twin City Motor Car Company, of Minneapolis, Minn. The hood has been fitted with plate glass windows, all of the motor parts having been either white enameled or nickel plated. Four nitrogen bulbs under the hood light up the engine at night. The first day this car appeared on the streets seven telephone calls were received from prospects.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JANUARY 24, 1920

NUMBER 15

Who is Your Best Prospect? —The Present Owner

"I AM just as much interested in an owner's welfare now as I ever was," a Hudson and Essex distributor says in a little booklet he has issued to tell his owners how to get the best service from their tires.

"The fact that more cars are being bought now than in my earlier years doesn't lessen the importance to me of the individual buyer's satisfaction," he continues.

"The larger this establishment grows, the more necessary it is that it keep a good reputation. I realize this very well, and if you ever hear of a customer displeased with any transaction here, I wish you would let me know personally.

"I will consider it a favor—and will most certainly make every effort to right matters fully and quickly."



This recognition of the tremendous importance of the owner in any sound merchandising plan is shown by an analysis of the sales of another distributor. The figures follow:

Resales to owners, or on their recommendation.....	75%
Sales directly from advertising.....	14%
Sales from calls by salesmen.....	8%
Unclassified.....	3%

While these figures will vary widely according to different localities—one distributor figures his owner sales at 90 per cent and another at 85 per cent—the fact remains that with cars of the quality of the Hudson and Essex, owners will both buy and sell more cars than any other single agency.

Furthermore, this is the most profitable business that any distributor and dealer can handle, as it can be taken care of with a minimum of selling expense, one item of which must be advertising, for advertising helps keep owner enthusiasm alive and give the owner-booster sales ammunition.

Of course, every automobile salesman knows

the advantage of systematically cultivating old customers. But knowing a thing and doing a thing are vastly different and the mere knowledge will profit nobody until it is put to work systematically.

A western distributor, who has built up a tremendous good will, makes it a point always to work out from the points of contact in his territory. He systematically cultivates his owners. He writes them letters, shows an active interest in their welfare and passes along tips which might be of value to them.

In brief, he does everything possible to turn what was merely latent good will at the time the order was signed into active assistance. He never forgets his owners in his eagerness to obtain new business. As a result he has as loyal and enthusiastic owners as are to be found anywhere in the country and his sales mount accordingly.



"The great majority of our cars will be sold this year as a result of good will that is already in existence," says another distributor.

"Therefore, one of the greatest factors in our success will be our present owners. To neglect them or do anything which would sacrifice their good will would be folly.

"The quality of Hudson and Essex cars is so wonderful that the owner cannot help but be satisfied with his car. But there is a point beyond mere satisfaction—enthusiasm. We must see that every owner is not only satisfied, but that he is an enthusiast.

"To do so all that is required on our part is the disposition and proper facilities to take care of his needs and see that he has what he wants when he wants it.

"We do not consider any car sold until the owner comes back for another—in other words, we regard our owners as our very best prospects. And it has paid in dollars and cents."

THE HUDSON TRIANGLE IN THE FAR EAST



"THE publication pictured above may look strange to you, but it is only an old friend, The Triangle, in a new guise. This four-page magazine is issued by the Japan Auto Co., of Tokio, for Hudson and Essex owners in the Land of the Mikado.

Works 7 Years to "Sell" Boy; Then Lands His Father

THEY were coming slow back in 1912—so slow in fact that the arrival of even a possible prospective "33" purchaser caused great excitement from the wash rack to the Boss's desk," write George D. Wray, of Shreveport, La.

"A 'name on the dotted line' meant something in those days. Anything, from a new suit of clothes for the lucky salesman to perhaps a banquet for the entire force, on the night that we found the check really was good and put the funds in the bank.

"So imagine the feeling of elation which spread throughout the place one evening when upon opening the mail I came upon this glorious news, forwarded from the factory:

Hudson Motor Company,
Detroit, Mich.

Gentlemen:

I am thinking of buying a new car and like the lines of the "33" Torpedo. Please send me a catalogue.

Yours truly,
B—

Feb. 10, 1912.

Shreveport, La.

"Did I send a salesman to call on the writer of this communication who had again boosted the hopes of us all? No, I did not. I went myself. The chance of failure must be eliminated as nearly as possible and if there was to be another disappointment, I wanted to learn the sad tidings direct. (The rent was almost due again, and more cars were enroute.)

"No demonstrating car was ever more carefully groomed for its work than the "33" I drove out that morning. No salesman has before or since approached a prospect with greater confidence—I simply must and would gather in this 'Manna from Heaven.'

"To my consternation the 'prospect' proved to be a boy of 12 years of age. My first impulse was not unlike that which the girls experience at a wedding—I wanted to cry, then I wanted to fight. After a moment I was able to control my disappointment and to follow out this line of reasoning:

"Today's kid is tomorrow's man. I'm not in business for a day or a year only.

University Uses Hudson-Essex Sales Letters as Text

THE following letter from C. H. Raymond of the Department of English, University of California, regarding the Hudson and Essex advertising campaign, speaks for itself:

"Thank you very much indeed for the copies of the advertisements and sales letters.

"The entire campaign strikes us as being remarkably well planned and executed. The sales letters are the most complete and the most effective that have as yet come to our attention.

"We shall devote two weeks of the new term to analyzing and studying these letters."

I'm going to stay. I'll just stick here and sell this boy, whether he ever buys or not."

"I treated him to the same selling talk which had sold all the Hudson Cars delivered in this territory up to that time, and left him with the feeling that I expected him to come down and drive a car home the next day. His name was placed in our prospect file, and the follow-up letters went to him regularly. Every year the boy, apparently, wrote to all the factories for catalogues as his letters were forwarded to us.

"Our salesmen called on him at intervals and his name was retained on our prospect list. We impressed him always with our belief that he would eventually bring about the sale of a Hudson in the family. We waited a long time but this year the Dickinson Motors Company sold his father a Super-Six.

Clothes Do Not Make the Man, But They Do Help Sales

DID you ever stop to consider the effect a silk shirt may have on sales. Ever look upon a velour hat as an order-bringer? Or a shoe-shine as a sales clincher?

There is an ancient maxim to the effect that "Clothes do not make the man." But like several other old and somewhat moss-covered admonitions, it is only partly true.

For clothes do play an important part in making modern men. There is no gainsaying the fact that the right clothes put Confidence into a man, and with Confidence the sales-battle is half won before the first gun is fired.

Courage Always Failed

Fred Kelly, an old newspaper man, tells a story that illustrates the point. "There was a certain Big Business man that I always was afraid to interview," he declares. "He was such a Superior Person that he had all of the reporters buffaloed. And so far as we knew he hadn't a hobby in the world, unless you count good clothes. He was always immaculately attired.

"A dozen times I started to interview that man. But my courage always failed. Then one day the climax came. I was walking down a suburban street, attired in my most stunning checked suit, with proper accessories. I had just come from a barber shop, where I had been all fixed up. All in all, I looked like an enlarged photograph of Affluence with a Cane.

How He Overcame Fear

"An automobile was stalled by the side of the road. The hood was up and a man was tinkering desperately with the engine. Idly curious, I drew closer. The man looked up. And I stood face to face with The Big Business Man. His face was a mass of grease and perspiration. His trousers were spotted here and there with grease and his shirt was unspeakable.

"I took one look at that man, then made a quick mental inventory of myself. And suddenly my fear vanished. I saw that man as a real human being. I walked right up to him and told him who I was. Then I gave him what help I could. When the car was repaired, he brought me back to town. I interviewed him on the way and he gave me a dandy story.

"Since that day, when a Big Man tries to overawe me, I always try to imagine him working over an automobile. It helps a lot in putting me at my ease."

A WILD PROSPECT



THE salesman, Frank J. MacDonald, of Lewiston, Idaho, is conspicuous by his absence, but Mr. MacDonald explains that he was very busy at the time taking the photograph.

This Territory Man Proved "It Could Be Done"

A DISTRIBUTOR recently sent a territory man out to sell some open cars in a farming district. The roads were covered with snow and the dealer allowed that business "was going to be dull until spring."

It was one of those "can't be done" assignments which every real salesman delights in doing. The first efforts of this particular salesman did not yield anything more substantial than promises to buy in the spring.

Both the townspeople and farmers agreed with everything he said about the probable shortage of cars in the spring, but there they stopped. They seemed to have one way pockets, with fifty-two kinds of Yale locks on them.

Gets Up Before Dawn

His first inclination was to agree with the dealer that open cars could not be sold there in the winter. But he wasn't the kind that is easily licked, and he knew that no man is ever licked until he has admitted it to himself.

It was in this frame of mind that he got up before dawn one morning, put the curtains on an Essex Roadster, removed the rear deck and headed out into the country. He had not gone far before he noticed a light in a barn. The farmer had just finished milking and was hitching up to take five cans of milk in to the creamery.

"Let me take you in. I am going that way and then I will bring you back," the salesman said.

Demonstration Breaks Spell

The farmer hesitated at first but was persuaded when he saw how easily the Essex would carry all his milk cans. It was a three mile drive and the farmer declared it was the most comfortable journey he had ever made in the winter time. At the creamery the Roadster and its load attracted much attention and the salesman was kept busy for an hour explaining its advantages to a score of farmers.

At the end of that time he had half a dozen good prospects lined up and by the end of the week had closed several sales. Which nicely illustrates how the tail can often be used to wag the dog in sales work. The spell was broken by an actual demonstration of the utility and comfort of an Essex even in the coldest weather. It accomplished in little more than an hour's time what a week's argument had been unable to do.

Only One Owner Lost in Four Years is His Record

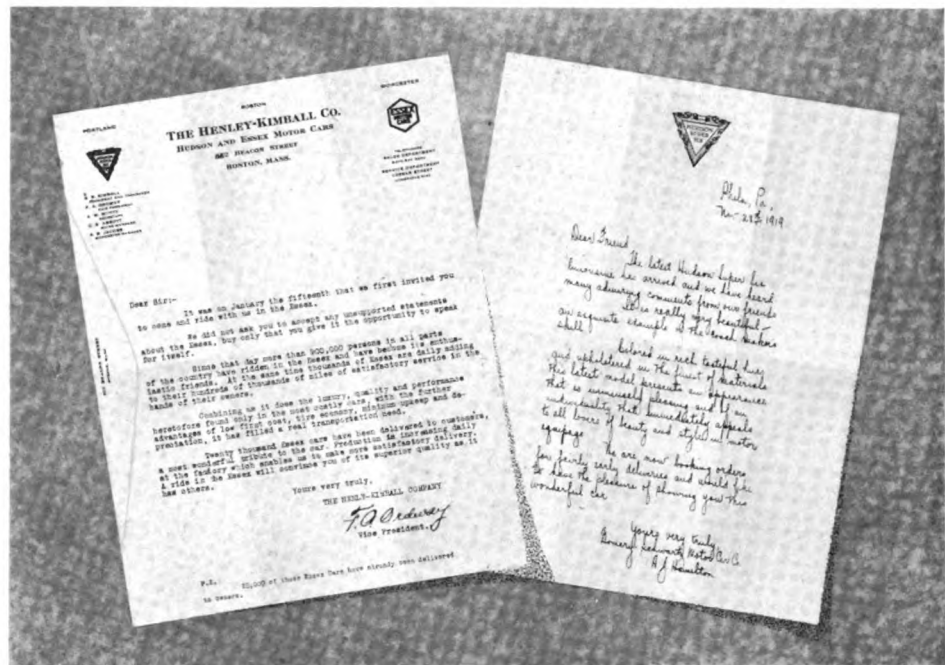
"Satisfied customers are the only secure foundation upon which any business can be built," says A. L. Nelson, Hudson and Essex dealer at Erie, Pa.

And, as proof that in selling cars of the quality of the Hudson and Essex, there is no excuse for having anything but satisfied customers, he points to the fact that he has lost only one customer in the past four years.

"By this I mean," he says, "that whenever the original buyer of a Hudson bought a new car he came back for a Hudson. The single exception is that of a man whose chauffeur was drafted during the war and he traded his Hudson Limousine in for another car costing twice as much as a Hudson."

Mr. Nelson ascribes this notable record largely to his service department and the facilities in the way both of men and equipment to give his owners what they pay for.

HOW THEY GET THE BUSINESS



CIRCULAR letters have proved their value.

They pave the way for the visit of the salesman.

They reach more prospects in a day than an army of salesmen could see in a year.

They permit of more intensive sales development and so lower your selling costs.

One of the most powerful and vigorous selling forces at the command of modern merchandising, circular letters cost little and accomplish much.

The two illustrated above show how The Henley-Kimball Co., of Boston, and Gomery Schwartz Motor Car Co., of Philadelphia, employ these circular letters.

The Henley-Kimball Co. letter is mimeographed and the name filled in. The envelope does not carry the firm name, only the address is given on the back flap so it may be returned if not delivered.

The Gomery Schwartz letter is in script, the impression being made from an electrotype at very little cost per copy. The attractive, simple trade mark used as a heading combined with the script, make it so distinctive as to command instant attention.

Both companies have found sales letters invaluable as business getters and employ them continuously, realizing that one secret of the successful use of letters is the constant repetition of the sales points presented.

THE REAL SALESMAN

One who has a steady eye, a steady nerve, a steady tongue and steady habits.

One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles when he is turned down.

One who strives to out-think the prospect rather than to out-talk him.

One who is silent when he has nothing to say and also when the prospect has something to say.

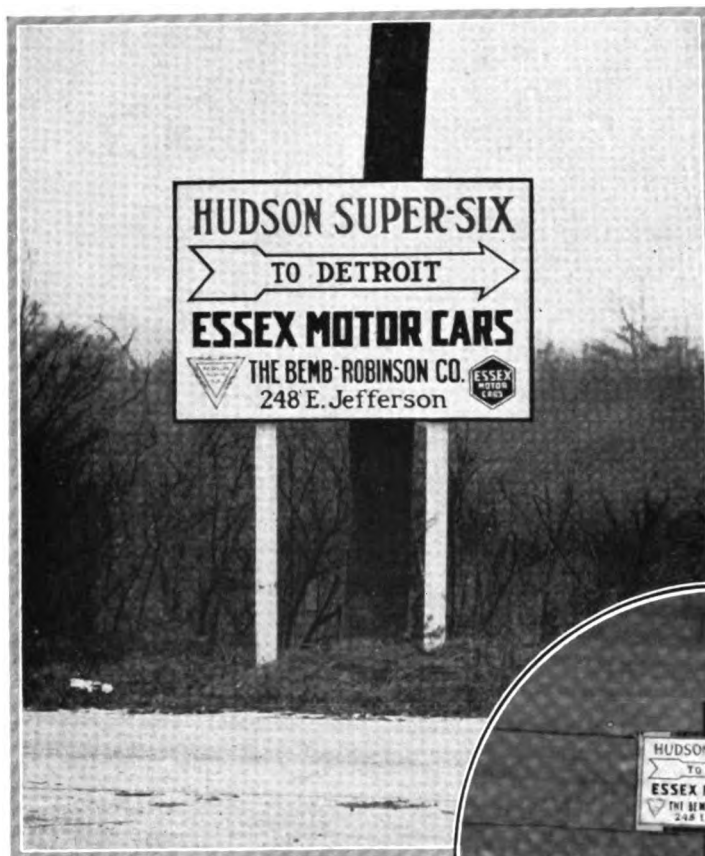
One who takes a firm interest in his firm's interest.

One who keeps his word, his temper and his friends.

One who wins respect by being respectable and respectful.

One who can be courteous in the face of discourtesy.

THE HUDSON TRIANGLE



These signs are strongly made and will retain their attractive appearance indefinitely. They are finished in four colors, red, blue, white and black.

"Go to Church"

That is the heading of a three column advertisement in the Raleigh, N. C., News and Observer, the first paragraph of which reads as follows:

"Some men say: 'I will buy a Super-Six, have a chauffeur drive me around, to the envy of those I pass. THAT IS LIFE.'"

The advertisement was designed to urge the good people of Raleigh to go to church, but nevertheless it is a unique tribute to the universal esteem in which the luxury and distinction of the Hudson Super-Six is held.

Builds Garage For Prospect to Sell Him a Car

A. R. Crary, of the Crary Motor and Implement Co., Boone, Iowa, recently took a prospect from his office to his home for dinner, letting him drive the Hudson Super-Six on the way.

The prospect was very much pleased with the car, but said he could not buy until he had a place to keep a car. Mr. Crary thought this over a minute and then offered to build a garage for his prospect who was to pay the cost. The offer was accepted and in less than an hour Mr. Crary had a brick mason taking measurements for the foundation.

Work was started the next morning and in less than a week the garage was completed and paid for and the Hudson delivered.

Make Every Road a Hudson and Essex Highway

NOW is the time to place your order for Hudson and Essex road signs.

Distinctive and attractive in appearance these signs come in two sizes.

Both are in four colors and carry not only the imprint of the dealer's name and address at the bottom, but also the name of his city in the arrow.

By placing these signs along the highways leading into your city, you will make every road a Hudson and Essex highway, perform a valuable service which motorists will appreciate, and increase your own prestige.

Every Road to Be Marked

Pledges of co-operation already received from distributors and dealers assure that by spring every widely used road in the nation will be conspicuously marked with these signs which will serve not only as Hudson and Essex advertisements but as guides to tourists. And the service they will render will redound to the credit of distributors and dealers everywhere.

Even the most used highways are but poorly marked at present, so that such a movement to aid motorists is bound to win not only wide recognition but appreciation for the service rendered. So plan now to make every road in your territory a Hudson and Essex highway.

The smaller sign, of 30 gauge, varnished steel is twelve by twenty-four inches in size, and is designed for use along the highways and to mark the less-frequented roads. The price is \$26.50 per hundred.

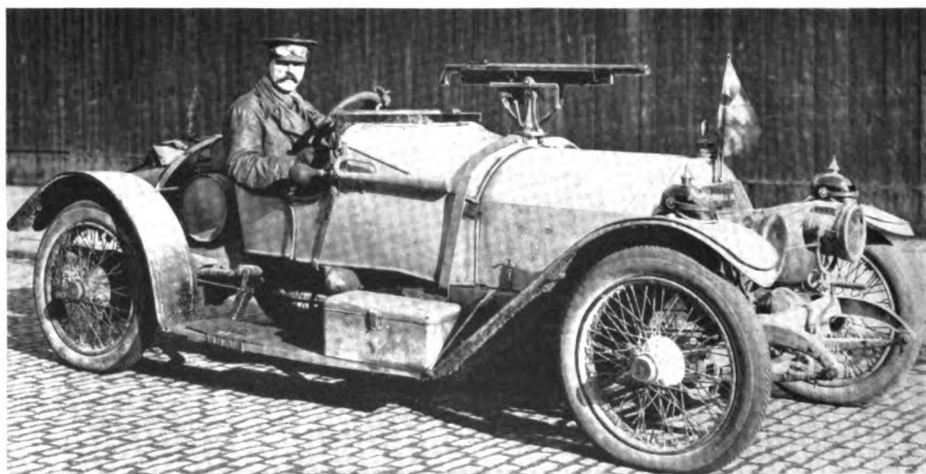
Send Order at Once

The larger signs, also of 30 gauge steel, have black molding frames and reinforced backs. Forty-eight by seventy-two inches in size, these signs are designed for use at prominent cross-roads. The price is \$7.45 each, with an additional charge for crating of 51 cents each when five are put in one crate; \$1.08 each when two are put in one crate, and \$3.38 for one alone.

Because of changes in the design, these prices are slightly different from those quoted in the questionnaire which was sent out some time ago. Orders will be filled in the same sequence as that in which they are received and deliveries will be made probably some time in February.

Boss Opens New Branch

Sherwood, Ore., is the location for a new branch of the C. L. Boss Automobile Co., with Jack Smith, former star salesman for that company, in charge.



"YOU can't muster out a Hudson," remarked Col. A. Rawlinson, former Hudson distributor in London.

To prove it, he pointed to the 1912 Hudson he took to France with him in 1914, subjected it to hard and continuous abuse for four years, and brought back with him to London last year.

The picture shows Col. Rawlinson and the car after its arrival in London.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JANUARY 31, 1920

NUMBER 16

Driveaways Necessary Now if Orders Are To Be Filled Later

WALKER D. HINES, Director-General of Railroads, in a recent interview declared that the nation's railways are "unable to meet the demands for traffic."

"The difficulty which now confronts us in handling all the business which is being offered is the inadequacy of facilities and especially of freight cars," he said.

"In the year or two preceding Federal control, the normal additions to cars and other transportation facilities were not made because prices were very high, labor was scarce and financing on the part of the railway companies was unusually difficult.

"Federal control began with a plant that was not as large as it ought to have been to handle the business, and during the first year of Federal control there was a severe limitation of the amount of material that could be taken from other war purposes to provide additional railway facilities."

The result may be seen in figures given by other railway experts which show that there are actually fewer freight cars available today than there were several years ago.

In other words not enough equipment has been built in the past few years even to replace the scrappage, to say nothing of provisions for a normal increase in business.

This situation has been made more acute by the severity of the winter in the north and by much sickness among train crews at some of the larger terminals. Cold weather and blizzards have not only prevented a normal freight movement but also have severely cut down the efficiency of available equipment.

Everything humanly possible is being done at the factory to make deliveries, but to fully meet the present situation the utmost co-operation of every distributor and dealer is necessary.

Under the present system of regional control of the railways, all of the freight cars coming into the Detroit zone, which includes Flint, Lansing

and Toledo, are pooled and allotted on a pro ratio basis. The integrity of the United States government guarantees the fairness of the distribution.

But, despite this assurance of obtaining a fair share of all the freight cars available, the Hudson and Essex allotment is far from sufficient for handling the scheduled production. No storage space is available in Detroit, so the remainder of the output must be driven away if production is to be maintained.

The number of cars scheduled for production this year has been distributed through the entire period, with the factory working to full capacity every month. There is very little chance that any restriction of production in one month could be made up the next.

Realizing that the car that cannot be built today probably will never be built later, distributors and dealers have been coming from as far South as Jacksonville, Fla., and Winston-Salem, N. C., as far east as New York and as far west as Oklahoma City, Okla., and Des Moines, Ia., for driveaways.

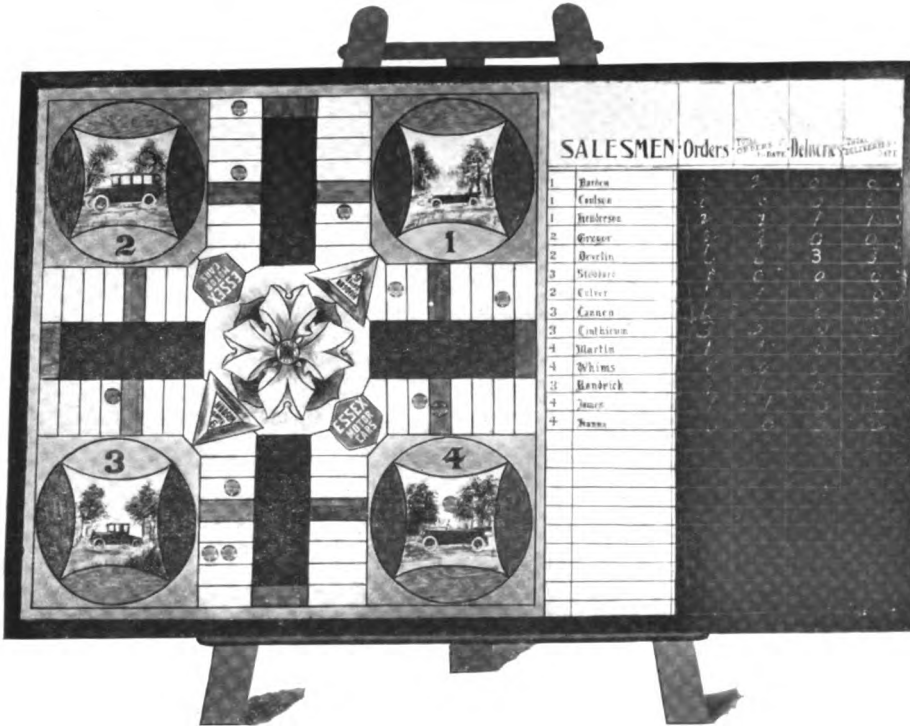
In some cases it only has been necessary to drive the cars outside of the Detroit regional zone to find freight equipment to move them to home destinations, but in other instances the cars have been either stored until spring or run overland the entire distance.

As express companies are working under the same handicaps that confront the railways, they offer no relief from present conditions. The shortage of equipment is so great that second class express trains are being made up of box cars containing express shipments, and even these cars are obtained with the utmost difficulty.

This is the exact situation that confronts both the factory and the dealer. Conditions do not promise improvement for some time. Distributors and dealers who can arrange to drive cars from the factory now, should make every effort to do so.

THE HUDSON TRIANGLE

Big Parchesi Board Turns Work Into Play and Helps to Increase Sales



A New Game for Salesmen

SINCE Walter Bomb, of The Bomb-Robinson Co., Detroit, started his salesmen playing parchesi on January 1st, sales have averaged more than three cars per day.

The board is placed where the salesmen can watch the progress of the game, every sale and delivery counting in the points scored. Prizes are awarded each month and at the end of the year the grand prize will be a trip to the New York Automobile Show.

In keeping score one point is allowed for every \$200 in Essex sales and one point for every \$300 in Hudson sales. This was fixed as a fair average because the ratio in price between the two cars is approximately three to two.

Only actual orders accompanied by deposits with delivery dates not later than April are considered in awarding points in the monthly contest. The grand prize to be given at the end of the year, however, will go to the man making the greatest number of actual deliveries.

Where there is a trade involved in a sale, no deduction is made, the points being based on the list price of the car.

The contest has aroused keen interest. By enabling every salesman

to check up every other man's work, it proves that "it can be done" and has resulted in much friendly competition.

It also has proved its value in developing star men and in stimulating actual deliveries.

Quickly Buys a Second Essex When Fire Destroys First

The high esteem in which Essex owners hold their cars is shown in the following letter from an owner whose car was destroyed by fire after he had driven it 6,000 miles:

T. C. Power Motor Car Co.,
Helena, Mont.

Gentlemen:

You are, necessarily, aware of the fact that my Essex Touring car, purchased from you on April 24th last, was destroyed in the Central Garage fire on Saturday, the 24th.

Please place my order for another Essex.

The car destroyed was in daily use between my home ranch and Helena—almost a daily trip across the little Belt range—and my Elliston ranch, on the west side of the main range of the Rockies.

In the 6000 miles I drove the car—all of it over two mountain ranges—repairs, nil; carbon cleaning and valves ground twice. The pep and power were just as good as when new.

Fair weather and foul; good roads and bad; mud, slush, snow and ice; it always had power and pep. It always arrived.

Again I say, another Essex.

Yours truly,

(Signed) N. D. HILGER.

Mr. Hilger's car was taken from the wreckage 36 hours after the fire. The mercury was 15 below zero, and the radiator and water jacket were frozen.

The safety plugs in the motor block, however, were loosened or blown out, owing to which the engine was not injured by the frost.

Essex Speed in Get-Away is Shown in Tests

WHAT'S the get-away speed of an Essex?" a salesman for the Northwest Motor Co., at Seattle, was asked recently.

The salesman did not know, so a standard, fully equipped Essex was taken to the North Trunk highway and submitted to a series of tests. The following table shews the result from a standing start:

From 0 to 20 mpr in 3½ seconds.
From 0 to 30 mpr in 6½ seconds.
From 0 to 40 mpr in 12½ seconds.
From 0 to 60 mpr in 28 seconds flat.

With the car throttled down to five miles per hour in high gear, then opening the throttle wide, the following results were obtained:

To 32 mpr in 12 seconds.
To 45 mpr in 31 seconds.
To 50 mpr in 34 seconds.

Notable as these figures are, observers expressed the belief that under more favorable conditions with special reference to the quantity of traffic on the highway, an even better showing could be made.

Where All Could See It.



THIS is how the Diamond Motor Co. announced the achievement of the Essex on the Cincinnati Speedway to St. Joseph, Mo. The banner, instead of being put on the front of the show room on a side street, was strung across the main thoroughfare at one of the city's busiest corners.

THE HUDSON TRIANGLE

Used Car Man Requires High Sense of Honor

"THE ability to judge fairly the resale value of a used car is of the utmost importance to the automobile dealer," declares E. V. Stratton, of the E. V. Stratton Motors Co., Inc., Albany, N. Y.

"I say 'judge fairly' because anyone can say that a car is or is not worth a certain amount, but to be able to decide what that amount is and still be fair to the dealer and the owner is another matter.

"To be a successful used car man requires a very high sense of honor and regard for the absolute truth. And one doesn't necessarily have to tell an untruth in order to be untruthful. So much can be left unsaid that will leave the wrong impression with the prospective purchaser.

Making Good Impression

"I believe that even more care, if possible, should be exercised in statements to purchasers regarding used cars than new cars because the prospect is even more at the salesman's mercy.

"How frequently a prospect will ask of a salesman, 'How much mileage will this car give per gallon of gasoline?' And how glibly some salesmen will answer in a definite, positive manner, 15—18, or whatever he thinks will make a favorable impression on his prospect.

"Now, if the particular car in question is of the make sold by that particular concern, well and good. The salesman knows what mileage he will get, but suppose it happens to be of a make not handled by them—how much better to answer, 'I really do not know, sir. You see we do not drive that make enough to actually know, but the previous owner claims to have gotten 15 miles per gallon. It was owned by Mr. Blank.'

Truth Wins Confidence

"Isn't this being more fair to the prospect and doesn't it inspire far more confidence in the salesman and the concern he represents?"

H. S. Ackerman, who has been associated with the sales department of the E. V. Stratton Motors Co. for two years, has just been placed in charge of the used car department of that company.

Essex Roadster Makes Hit With Sportsmen

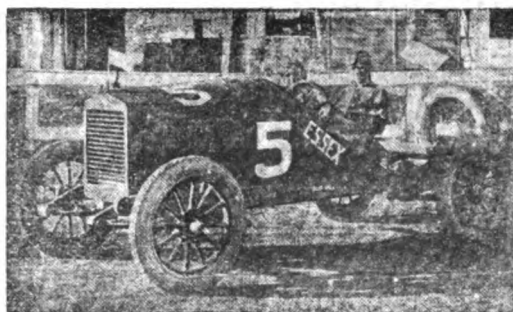
The utility of the Essex Roadster is making a general appeal to sportsmen in all parts of the country.

The great amount of luggage space, sufficient for an entire camping outfit, eliminates the necessity for encumbering the running boards with camping impedimenta.

Essex Again Defeats Challenger In Race Fifteen Other Cars Invited To New Test

Essex Is Again Victorious

Running the 50-Miles In 58 Minutes, 7 1-5 Seconds and
Finishing the Race 5 1-2 Miles Ahead of the Challenger



THE ESSEX car which we used in the race is a regular stock touring car, we only removed the body and fenders. We have not found it necessary to make a single change in the ESSEX mechanically before entering the race.

We have been entering the ESSEX in races only for the purpose of demonstrating its stamina and the consistency of its performance. No ordinary service will reveal these qualities which the ESSEX has. A 50-mile race at high speed is equal to a year's hard service in the hands of the average owner. Very few cars have the staying qualities necessary for a 50-mile race, but few can stand the pace for even fifteen miles. You saw that demonstrated at the Fair Grounds yesterday.

Not only has the ESSEX been the consistent performer in a 50-mile speed trial on the local track, but also holds the

World's Long Distance Endurance Record

which was made on the Cincinnati speedway, finishing December 18th, 3037 MILES IN FIFTY HOURS, AVERAGING 60.7 MILES PER HOUR.

It is our wish that the ESSEX should run more races locally that its thousands of admirers may witness more of this consistent performance, and to this end, we issue a challenge to anyone of the cars mentioned below to run the ESSEX a 50-mile race for \$500.00. Details to be arranged later, and the event to be run under the auspices of the Shreveport Automobile Dealers' Association.

We are delivering ESSEX cars every day which are mechanically identical with the car that won Sunday's race. The purchasers are not buying them because the ESSEX is a racing car, but because it is an enduring car.

DICKINSON MOTORS CO.

Marshall at Crockett, Shreveport

Shreveport's special advertisement telling of latest Essex victory.

CHALLENGED to a second test of endurance as the result of its victory in a 15-mile race last November, an Essex has just decisively defeated the challenger in a fifty-mile contest at Shreveport, La.

The race was run on the Louisiana State Fair Grounds and the Essex lapped the challenger on the 6th mile, again on the 11th mile, again on the 18th mile, and twice more on the 31st mile, finishing the fifty-mile grind in 58 minutes and 7½ seconds.

The Essex used was a standard touring car with the body and fenders removed. Not a single mechanical change was made before entering it in the contest and no mechanical trouble whatever was experienced during the event. At the finish the Essex was 5½ miles ahead of the challenger.

As a result of the victory, the Dickinson Motors Co. have issued a challenge to fifteen other cars, many of them costing much more than the Essex, to a new 50-mile test of endurance to be run under the auspices of the Shreveport Dealers' Association for \$500.

In a 15-mile free-for-all staged as a preliminary to the 50-mile race, a Hudson Super-Six, Model O, finished first. The time was 18 minutes, 7¾ seconds.

The races were witnessed by about 2,500 persons who manifested much enthusiasm over the result.

Spanish Official Buys Hudson

"After careful examination and various competitive tests of many American and European cars, the Capitania General of Cataluna has bought a Hudson Sedan," writes Luis Carreras, of Barcelona, Spain. "This is a wonderful tribute to the Hudson," he adds.

Hudson and Essex Exclusively

H. Sornberger, of Ottawa, Kansas, has dropped the agency for several other cars which he has handled, and will devote his attention exclusively to Hudson and Essex, he announced while at the factory recently.

Hudson and Essex Climb Top of Greylock Mountain

In a journey fraught with many dangers, a Hudson and Essex, on January 1st, battled their way over 20 miles of snow-covered, Berkshire roads to the topmost point of land in Massachusetts—the top of Greylock Mountain.

The feat was accomplished after a famous millionaire auto devotee in a big, costly car, failed to make the ascent the same day, in fact, turning back almost at the start. The 1918 Hudson which made the ascent was owned by P. D. Powers, of Adams, Mass., Hudson and Essex dealer, and it had already been driven 19,000 miles.

The Essex which broke trail up the mountain was a new car owned by Walter J. Donovan, clerk of the District Court of Adams. The storm-swept crest of the height was reached in three hours.

Essex Takes Four Races and Sets New Track Record

That any Essex will do it has been proved again, this time at Charlotte, N. C., where a stripped, standard Essex competing against specially built racing machines won all four races and set a new track record New Year's Day at the Charlotte Fair Ground track. The Essex was entered by Jasper T. Gibson, of Laurinburg, N. C.

Essex Roadster for Shoe Salesmen

Five thousand retail shoe buyers attended the annual footwear exhibition at Boston recently. When they viewed the exhibit at Mechanics Hall they found the center of attraction was an Essex Roadster—the only car on display at the whole show. The Henley-Kimball Co. took this opportunity to show shoe salesmen how suitable an Essex Roadster is for their saleswork. Many prospects were obtained.

How One Dealer Coined His Essex Road Record Into Money

Nineteen Cars Sold in Two Weeks

THERE is no use in making a record if you don't cash in on it afterwards," says Paul Hutchins, of Grand Rapids, Mich.

And Mr. Hutchins speaks from experience as he sold nineteen cars in the two weeks after his Essex had set a new record for the run between Grand Rapids and Mackinaw City.

As soon as the 521 mile non-stop journey to Mackinaw City and return had been completed, Mr. Hutchins prepared to capitalize it by letting every person in his territory know of the achievement.

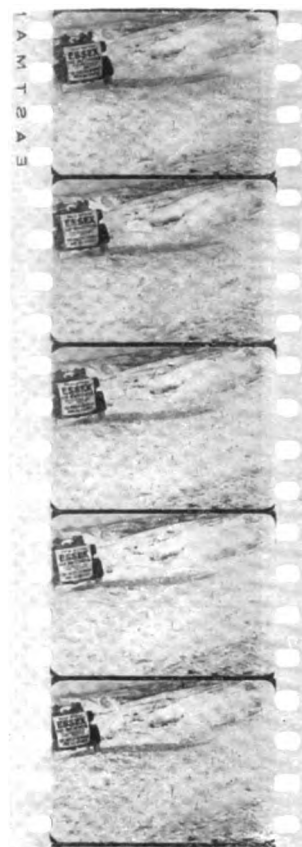
A full page advertisement was run the following Sunday. The newspapers also devoting a great deal of news space to the event, as three reporters accompanied the car on its run.

Then the car itself was distinctively marked on the sides so that it would attract attention on the streets. A banner on the back told of the achievement. Even today, weeks after the run, people stop to watch this Essex whenever it appears.

During the week a special exhibition of Essex cars was held in the salesroom, letters and invitations having been sent out and the event announced in the newspapers as the first showing of a complete line of Essex models.

Moving pictures and lantern slides were made of the car doing several stunts around Grand Rapids and these were shown at small expense in every theater in the city.

The results speak for themselves: 19 sales in two weeks.



Another Way to Bring In "Live" Prospects



"THERE is nothing like an automobile show, even if it is held in your own salesroom, to stir up interest and bring in prospects," says D. A. Boswell of the Superior Motor Sales Co., South Bend, Ind.

"We sent out 2,000 invitations, and a couple of advertisements and got quite a bit of publicity. We had all the people we could take care of all week and got plenty of live prospects. In fact, the show was such a success that we are going to repeat it before Spring.

"Our showroom was specially decorated with palms for the display and we had on view a complete line of Essex



cars and a chassis. In addition there was a canopy which ran from the front door to the street.

"The canopy really set off the whole affair, for many persons, seeing it, came down just to see what was going on, and in that it really was a paying proposition."

"\$1000 if You Can Catch Me," is "Grey Ghost's" Slogan

"The Human Fly," who has become famous for his aerial stunts in climbing tall buildings, is a great Essex enthusiast, and before he came east recently was known in California as "The Grey Ghost."

"The Grey Ghost," when he visited several California cities, advertised that he had started out on a one week's run with his Essex and would give \$1,000 and his automobile to anyone who could catch him.

All of the runs were made at night and resulted in many wild rides. Several times the "Grey Ghost" found himself in tight corners and took to the open fields to elude his hot pursuers. However, the week always ended with nobody entitled to the prize, the "Grey Ghost" giving all of the credit to his much loved Essex.

Essex Makes Clean Sweep in Three Races at Phoenix

A clean sweep was made by a standard Essex motor in three races on the Arizona State Fair Grounds Track, January 1st, at Phoenix, Arizona.

Entered by Cal. Messner, the Essex finished first in a ten mile free-for-all Australian pursuit race, a fifty mile free-for-all and a one-mile race against time.

The other cars entered were a Hudson, Overland Special, Mercedes Special and Dodge Special.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, FEBRUARY 7, 1920

NUMBER 17

The National Shows Indicate An Unprecedented Demand

HUDSON and Essex sales at the New York show were the greatest ever known.

This also was true of the shows at Chicago, Philadelphia, Cleveland, Kansas City, Minneapolis and Hartford, Conn.

At Chicago, the sales for the week totaled 253 cars.

"The week just closed ushers out with all honors the greatest automobile show in the history of the city," Chicago wires.

"All records for retail sales were easily broken and we are confident that no competitor even approached our figures.

"This business presages the biggest selling year in the history of the industry."

At Cleveland, 152 actual retail sales were made at the show and 31 more the following week at the salesroom.

"Never before in the history of our business have there been so many retail sales made in the month of January," Cleveland writes.

"We have one man who sold 30 cars during the week of the show and another who did nearly as well.

"If we count the sales made by our dealers and sub-dealers during the show, we sold more than 200 cars."

During the show at Hartford, Conn., 23 bona-fide retail and 17 wholesale orders were closed.

One salesman made five straight sales and had another order confirmed in one day.

Another Hartford salesman closed nine straight sales in nine days, selling every model in the Hudson and Essex line except the limousine.

This record is considered remarkable in view of the fact that Hartford is a city of only about

140,000 population and its entire retail and wholesale territory consists of only approximately 500,000 persons.

"January has been a wonderful month," Hartford reports. "Up until the 29th we made 41 retail sales with two days still to go until the end of the month."

"Order now or you won't be able to get a car when you do want it."

This was practically the only sales argument used at the New York show and it was all that was needed.

The memory of last year's car famine was still fresh in the public mind and buyers were quick to realize that conditions indicate an even greater shortage this spring.

With unprecedented prosperity reported from every section of the country, production is still lagging far behind the demand.

Even the most optimistic forecasts place the total output for the entire industry this year at not to exceed 2,225,000 cars.

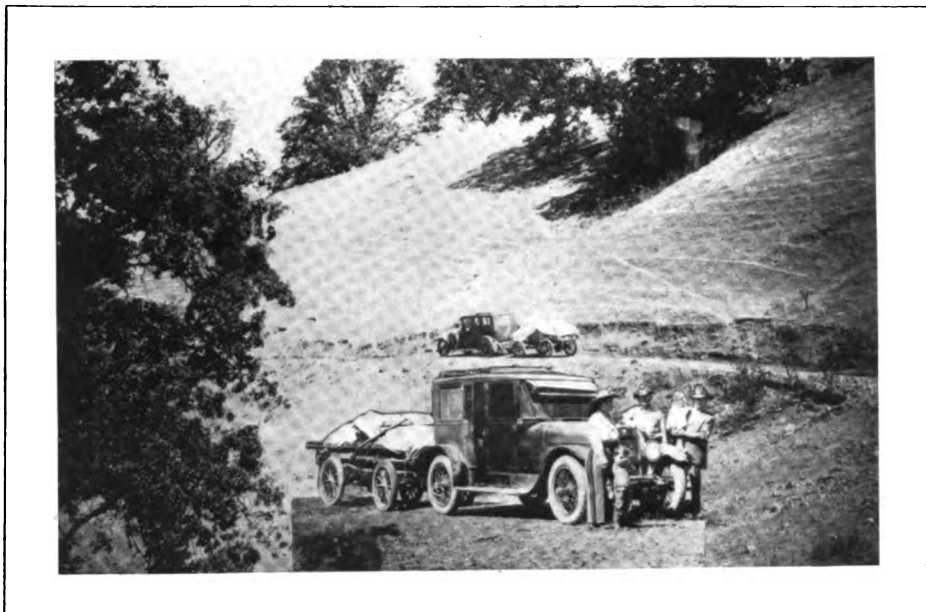
It would require more than 3,500,000 cars, however, to meet the demand even under the normal rate of increase that prevailed prior to 1918, according to government figures.

But these figures do not take into account the abnormal demand resulting from the restricted production of the past few years or the record-breaking prosperity enjoyed in every part of the country.

"The first breath of spring will find our salesroom swept so bare of cars that we will not be able to catch up with our orders for the next six months," says one distributor.

"Our prospects must be made to realize the situation so that they can protect their own interests."

Even Mountain Tour is Restful in Hudson



THIS is the way Edward F. Harris, vice-president of the Commercial and Savings Bank of Stockton, Calif., followed the orders of his doctor to take a rest. With a trailer attached to his Hudson Touring Limousine he covered hundreds of miles of mountainous roads to Jack London's "Valley of the Moon." "If you want a restful journey, travel in a Hudson," he declares.

What They Say About the Essex

SINCE purchasing my Essex last July, I have given it a thorough test under all road conditions covering more than 6,000 miles. I have driven several kinds of cars of the same cost and more, but the Essex is by far the best car for performance, speed and endurance under any and all conditions which I have ever driven. In fact, I do not believe there is another car made in its class which would stand the rough usage to which I have subjected the Essex, which is practically the same today as a new car. The upkeep is negligible and on good touring roads I have averaged 20 miles to the gallon of gasoline.

GUY JOHNSON, Dallas, Texas.

Since April I have driven my Essex 3,000 miles and I have yet my first set of chains to buy. I have driven mostly in north and east Texas in the black mud and it has rained on me every day for the last five weeks. I have forded streams which forced me to close my radiator shutters to keep the water out of the engine and, on several occasions, have had to shovel the mud off the running boards, after which the car would readily pull itself out. My average on gasoline mileage has been 19 miles to the gallon. The Essex is the greatest value in a motor car of the twentieth century.

A. M. COX, Dallas, Texas.

I have owned five automobiles in my time and am better pleased with my Essex than with any other car I have yet had. It has been driven 12,000 miles, still has its original tires and has been in the service station just once.

The Essex has power and comfortable riding qualities. I have ridden in heavier cars and have yet to find one that has ridden more comfortably than my Essex. The upkeep on it is very economical. Another thing I am surprised at, there is not a rattle in the car despite my driving, which has been hard. All

I have found it necessary to do was to keep the working parts well oiled.

I cannot speak too highly for the Essex and would recommend it to anyone who is in the market for a light car. I have fully settled in my mind that my next car will be another Essex.

DR. C. K. TIMMONS, Chicago, Ill.

Essex Wins 12 Victories in Sixteen Races Entered

TWELVE victories out of sixteen races entered!

That is the enviable record won by Essex No. 6019 in a series of mile and a half dirt track contests in South Carolina and Georgia.

This car was entered by Jasper T. Gibson, Hudson and Essex representative at Laurinburg, N. C. It was driven by "Bill" Wiles of Columbia, S. C.

The cars it met and vanquished included, besides many specially built racing machines, several costing more than twice as much as the Essex which was a standard touring car with the body removed and using a 4 2-3 gear ratio.

The partial list of its victories follows:

Columbia, S. C., Oct. 31—15 mile race.

Augusta, Ga., Nov. 12th—1, 5, 10 mile races.

Columbia, S. C., Nov. 27th—2 and 5 mile races.

Charlotte, N. C., Jan. 1st—2½, 5, 10 and 15 mile races.

Record For Quick Sale

A record for a quick sale was made recently by J. L. Cator, of the Bacon-Ryerson Co., Jacksonville, Fla. A Hudson Touring Limousine was being sent to the railway station for the use of Vice-President Marshall who was visiting Jacksonville. Mr. Cator seized a prospect who had just entered the salesroom and bundled him into the car intending to drop him at his place of business. The ride lasted only three minutes, but as the prospect left the car he gave Mr. Cator a deposit of \$100 on a car of the same type. Fast work.

Twenty-Eight Below In Last Chance Gulch



JUST to prove that the Essex is a real all-the-year-'round automobile, the T. C. Powers Motor Car Co., of Helena, Mont., sent this Essex through last Chance Gulch with the mercury registering 28 degrees below zero. The picture was taken 200 miles from the salesroom at an elevation of 5,000 feet.

Hudson Driven 41,000 Miles Without a Replacement

"I WISH to call your attention to the fact that I purchased a Hudson Model 'M' Speedster in June, 1918, and have driven that car forty-one thousand miles to date, and can say that I have had absolutely no expense on said car for replacing parts," writes Maurice M. Field, of Chicago.

"This car gives me from fourteen to fifteen miles on a gallon of gas, and I go from ten thousand to fifteen thousand miles on a set of tires. I have driven this car constantly myself and have paid little attention to it outside of oiling it and giving it gas, and find that after all its use the engine is as good and perhaps even better than the day I drove it out of the salesroom.

"It is no trouble for me to do forty-five miles in second speed in half a block, and sixty-five in high speed in a quarter of a mile, and just the other day, driving to Elgin, I was doing fifty miles an hour in high at the top of the highest hill before reaching said city. I think this is a wonderful record for any car and am feeling very sorry that I must now trade it in even on a new Hudson."

4,000 Miles Without Repairs

"My Essex has been driven more than 4,000 miles without the expenditure of one cent for repairs," writes R. W. McAnally, of Montrose, Colo. "On a 2,000 mile trip to the Yellowstone Park and back, I used just seven quarts of oil. I am more than pleased with my car and after my return I was offered a higher priced car for it in even trade, but declined."



John Le Roy Vette, factory production manager and secretary of Essex Motors, died Wednesday Jan. 28th, as the result of a sudden attack of pneumonia.

Entering the employ of the Hudson Motor Car Co., in 1909, as a clerk in the accounting department, Mr. Vette's rise was rapid.

His loss will be keenly felt by his hosts of friends both inside and outside of the organization.

AUTOMOTIVE INDUSTRIES

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Courage of Conviction

THERE is something inspiring about the courage of a company which will frankly put its car on test before the eyes of the world and permit the reputation of the car to stand or fall by the results accomplished in such a test. This accomplishes two things for the concern which did it. First, if the test is successful, it will help sell cars because of the added reputation the car will gain. Second, whether the engineering department, assisting them in improving the product and thereby raising the standard of this concern directly, and of the entire industry indirectly.

Experimental departments often take a car out over the road in an endeavor to break it up for the purpose of learning what lessons can be learned in this manner. This is very valuable, but it is at best a chassis test rather than an engine test. Furthermore, it is a test which is witnessed only by the engineers of the particular concern interested. A test of the kind recently run on one of the prominent speedways, where a concern placed its product under the observation of an unbiased body and gave it what might be termed a break-down test, is more thoroughly a criterion of what the engine will do. Such courage is to be commended because it accomplishes results which tend toward the improvement of not only that particular product, but of automobiles in general.

THIS is a reprint of an editorial which appeared in AUTOMOTIVE INDUSTRIES, on page 1233, in the December 18th edition. The test referred to is the wonderful achievement of the Essex on the Cincinnati Speedway, when it set a new world's record by covering 3037 miles in 50 hours, averaging more than 60 miles an hour. It simply shows the high esteem in which the Essex performance is held by a disinterested and authoritative observer and is an echo of the enthusiasm with which it was received in all parts of the country.

Sturdy Essex Design Saves Owner's Life

BACKING over a 20-foot embankment, turning completely over once and landing on the wheels in the mud, without breaking even a window is the feat accomplished recently by an Essex Sedan near Joplin, Mo.

When pulled out of the ditch, the car was run back to Joplin under its own power and "passed everything on the road," according to its owner, Mrs. O. H. Baldwin.

Mrs. Baldwin was teaching her sister how to drive and gave her the wheel. Through a mistake, she shifted into reverse instead of first speed and the car backed off the embankment. Although there were four persons in the Sedan no one was injured and the car was undamaged.

"It takes an accident like that to make you appreciate the strength and sturdiness of the Essex," says Mrs. Baldwin.

First Birthday of the Essex Celebrated at Meeting of Dealers in San Francisco



"Don't Envy the Man Who Has a Cinch," Says Wray

By Geo. D. Wray

Hudson-Essex Distributor at Shreveport, La.

ADAM was the first salesman. And life has been just one Dotted Line after another since Eve Signed Up with him.

Adam was the only salesman who ever enjoyed a monopoly. He never experienced that good, wholesome fear always present in other salesmen, that some chap with a Better Line may get the order.

Selling must have been a dull and uninteresting occupation in Adam's time. Imagine a man putting Zip into any work where there's no competition. It isn't done. No job has ever yet commanded a 100% effort where there was no rivalry.

Monopoly takes the Jazz out of the business of living. **IT WAS COMPETITION THAT MADE THE AUTOMOBILE BUSINESS THE THIRD LARGEST INDUSTRY.**

The spur of Competition on the heels of the fellow across the street is what makes you a 100% Salesman.

The man who has no Strong, Live Wire Dealers to compete with has my sympathy. Nature intended life to be a struggle. That's what makes it worth while.

Kill off the cats, and the rat family would soon become extinct through sheer ennui. The jellyfish apparently leads a quiet, peaceful life without effort.

Don't worry about competition. Pity the monopolist who never felt the urge that competition supplies.

If your's is a one-horse town and you have no live Dealer to compete with, induce some good salesman to enter the business next door and make your business life what it should be. Then use part of your increased profits to subsidize another chap to open a place on the other side of you.

Don't envy the fellow who has a "Cinch"—Adam was not a monopolist from choice.

Testard Buys \$60,000 Site

H. A. Testard, Hudson and Essex distributor at New Orleans, has just purchased the building he is now occupying on Baronne street for \$60,000. He will add one story to the present building, which he will continue to occupy.

810 ESSEX
Delivered By Us in Its
First Year

H. O. HARRISON CO.

JANUARY 16th, the first birthday of the Essex, was made the occasion of a special celebration by the H. O. Harrison organization in San Francisco.

Advertisements in all the newspapers recounted the notable achievements of the car during its first year. Then there was a banquet at which a birthday cake decorated with a single candle was cut.

The center of the celebration was the first Essex received in San Francisco. Although this car has covered more than 25,000 miles, it is in perfect condition and is ready for untold thousands of miles more of satisfactory service.

Help! H-E-L-P!!

LOST—One eighty-foot, red express car, with capacity for five enclosed automobiles. Said car was due in Detroit last Monday but may have met with foul play. Reward. Address A. E. Kirk, Hutchinson, Kansas.

FOUND—Two keys apparently belonging to an express car. Owner may have same by producing car which these keys will fit and paying suitable reward. Address Traffic Department.

Hudson and Essex Advertising is Praised by Dealer

"The combining of the Hudson and Essex advertising in the manner that has been lately carried out has a wonderful punch to it," writes E. W. Williams, Hudson and Essex dealer at Bennington, Vt. "If this entire campaign from the launching of the Essex to its present stage has been originally planned complete by one man or set of men, the advertising world would be due to take off their hats to that combination. Even to have developed such a campaign as the permitting conditions unfolded, must rank among a very few of the most successful accomplishments in modern advertising.

"The Essex today possesses a strength in my estimation greater than that of the—or the—as a selling proposition, and to have placed it in that position in so short a time is a feat little short of miraculous. The car had to be what it is but so did the advertising have to be what it has been to do the trick. The privilege of being connected with an organization capable of turning out supporting advertising so highly effective is one thoroughly appreciated by the writer."

Essex Best Car For Doctors, Declares Medical Man

"In ten years I have owned seven automobiles," writes Dr. H. J. McGregor, of Choteau, Mont., "I bought my first Hudson car in 1917. When it comes to car—there is nothing to compare with the Super-Six.

"When I wanted a lighter car for business use, however, I turned to the Essex. I have run this car all winter up and down, through snow, ice and mud and have never yet failed to make a call. I am of the opinion that a car that will stand up in this mountain country and such roads—6,000 miles of it—without anything but oil and gas, is the best car in the world for doctors.

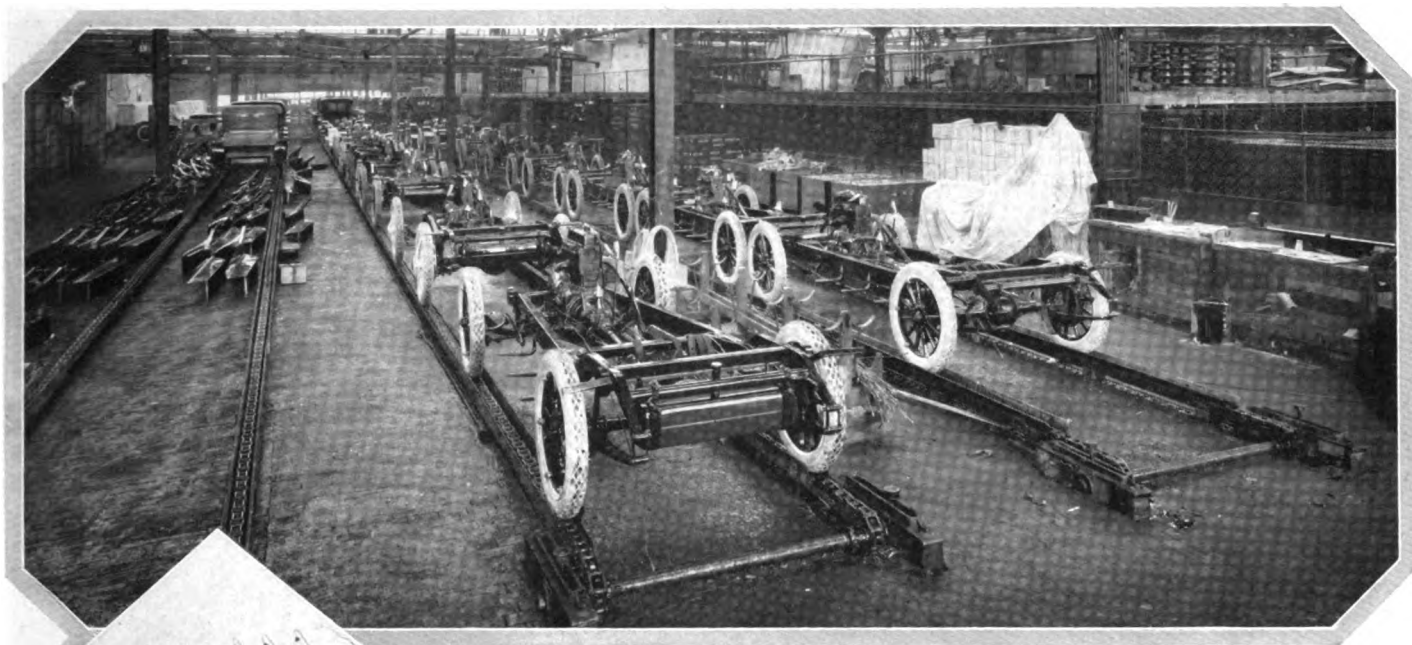
"Please hurry and make an Essex Coupe and it will be adopted as the medical man's car. Until you do, you bet I will keep the touring car."

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, FEBRUARY 14, 1920

NUMBER 18



Essex Final Assembly Lines



\$5,750,000 Increase in Factory Facilities Made in Year

TO MEET the steadily increasing demand for Hudson and Essex cars, \$5,750,000 has been spent during the past year in expanding factory facilities.

Sixty-nine acres of land have been added to the twenty-six acres previously occupied, making the present total ninety-five acres.

The actual manufacturing space has been increased more than 50 per cent, over 500,000 square feet having been added to the 1,000,000 square feet which were available in 1919.

A building devoted exclusively to Essex assembly, a complete axle plant and a thoroughly equipped heat treatment unit have been built, the machinery installed, and partly in operation.

The capacity of the power plant has been increased nearly 100 per cent, great loading docks have been built and work is well under way on the world's largest service building.

The completion of this gigantic building program, designed to take care not only of present but also of future needs, insures that Hudson and Essex will continue to be the world's largest fine car builders.

EVERY device known to modern, scientific shop practice, combined with many exclusive features originated by Hudson engineers, assure the maintenance of the high standards of workmanship which have made Hudson and Essex the world's most popular fine cars.

Birdseye View of the Latest Factory



Shipping dock and axle and heat treatment plants

New Axle and Heat Treatment Plants Are Notable For Completeness of Equipment

TWO of the most important units added to the factory in the past year are the new axle and heat treatment plants.

These give assurance that the supply of axles will be adequate for the present needs of production and insurance that future growth will be taken care of.

Front and rear axles will be produced for both the Hudson and the Essex. Timken bearings will be used and the design will be the same as that which has proved so successful in the past.

The present capacity of the plant will supply only part of the Hudson and Essex needs, the output being used to supplement the supply of axles received from Timken.

Special Material Used

The axle plant is of the same type of construction as the building for the assembly of Essex cars and contains 120,000 square feet of manufacturing space besides the great shipping dock that runs along its side.

All material used will be built to special specifications. Forgings, when received in the stock room, will be sent to the heat treatment plant and then returned for machining. Gears also will go to heat treatment and then back for grinding.

The axle carrier will be assembled with the gears on a conveyor after which it will be taken to a sound-proof room and run under power to assure its quietness of operation. Then the carrier and housing will be assembled with the drive shafts for final inspection.

Heat Exactly Controlled

The heat treatment plant contains

20,000 square feet of manufacturing space and will be used not only for axle parts but also other material used throughout the motor and chassis.

The plant contains seven pairs of Tate-Jones oil burning furnaces. Four of these will be used for carbonizing and three for heat treatment. The exact degree of heat in each furnace is electrically controlled from a central room by means of pyrometers.

The furnaces are in one line, the quenching tanks being placed on tracks in front of them. These quenching tanks are movable and may be placed in front of any furnace desired to remove during the charging of the furnace.

Both the axle and the heat treatment plants contain every device known to modern shop practice and in addition many exclusive features designed by Hudson engineers to give the utmost efficiency while assuring the highest degree of accuracy in the output.



End of Essex Chassis Paint Lines

Afford Unrivalled Facilities

The plant unit of which these two buildings are part is located about two blocks from the main factory and consists of five buildings of which the plant for assembling the Essex is the largest. In addition there is a small auxiliary power house and the building which was erected for war work.

The latter contains stock room, offices and the inspection and receiving departments. In completeness of detail and efficiency all of these units represent the highest development of factory engineering science and afford unrivalled facilities for economical production and for maintaining the highest standards of workmanship and material in the output.

The power is taken through tunnels under the street from the power house which also supplies the main factory. The capacity of this power house has been approximately doubled in the past year, great turbines having been installed for the generation of electricity which will be used in all of the plants.

Hudson Lines Moved

Steam for heating purposes and for the paint ovens will be supplied by using the exhaust from the engines. In this way power which previously has been wasted will be utilized for the operation of machinery and the lighting of the plants.

The assembly of Hudson cars will be continued in the main factory with a great increase in facilities, the present production lines being abandoned and new ones built. The factory offices will occupy the space now taken up by the production lines.

Additions Made in the Past Year



Essex assembly plant and receiving and inspection building

Plant for Assembling the Essex Provides Unrivalled Facilities for Fine Workmanship

INCORPORATING many exclusive features designed by Hudson engineers, the plant for the assembly of Essex cars sets a new standard for efficiency and completeness of equipment.

A single story in height, the building is 340 feet wide by 400 feet long and is of steel and concrete construction. The side walls are almost a solid expanse of windows. The unique, double saw-tooth roof not only gives a great additional amount of light, but provides for more perfect ventilation than has ever been obtainable heretofore in this type of building.

Economy of Space

Long assembly chains, gigantic paint ovens, final tune drums and export and domestic shipping facilities are all under one roof and give an impression of magnitude which must be seen to be fully realized.

The use of portable trucks for handling the frames, chassis and bodies has been entirely eliminated resulting in a great saving of floor space. The assembly trucks used are attached to the assembly chains and at the end of every line return through tunnels under the floor to the starting point.

From the time a frame starts down the chassis line until it rolls off the final assembly line under its own power, it is never moved by human hands. Its transfer from one line to the next is accomplished entirely by overhead cranes.

Ovens on Platform

A great amount of storage space has been provided by elevating the second chassis paint ovens. The wheel paint department, lockers, some of the

offices and washrooms also have been raised above the floor level, allowing for a more compact and efficient organization of the plant.

The cars are assembled on three parallel lines stretching nearly the full length of the building. Each of these lines consists of three sets of chains.

The first lines are for the chassis assembly and they pass through the first chassis paint ovens. At the end of these lines, an overhead crane picks up the chassis and transfers it to an overhead platform containing the second chassis paint ovens.

When the chassis emerges from these ovens on the chain conveyor, the wheels fitted with tires are attached and an overhead crane lifts it to the final assembly lines.

Picking Up Bodies

Half way down the final assembly lines and at right angles to them are the body assembly lines. When the chassis reaches this point on its journey, another overhead crane

picks up a body and places it on the chassis which continues its journey.

At the end of the final assembly lines, oil, gasoline and water are placed in the car which is cranked by its own starter and rolls over to the final tune drums under its own power. The plant has a capacity of 250 cars a day.

The entire journey from the time the frame was placed on the conveyor until the car was ready for its final tests has taken just six and one-half hours. This, of course, is the time it has taken to assemble the various units and not the time required to build the entire car.

Crates Built on Conveyor

Besides the assembly lines, this building unit contains body storage space, the bodies being painted and trimmed in the main factory as in the past. It also contains export and domestic shipping facilities and one entire side of the building along the railway tracks is taken up by a great canopied loading platform.

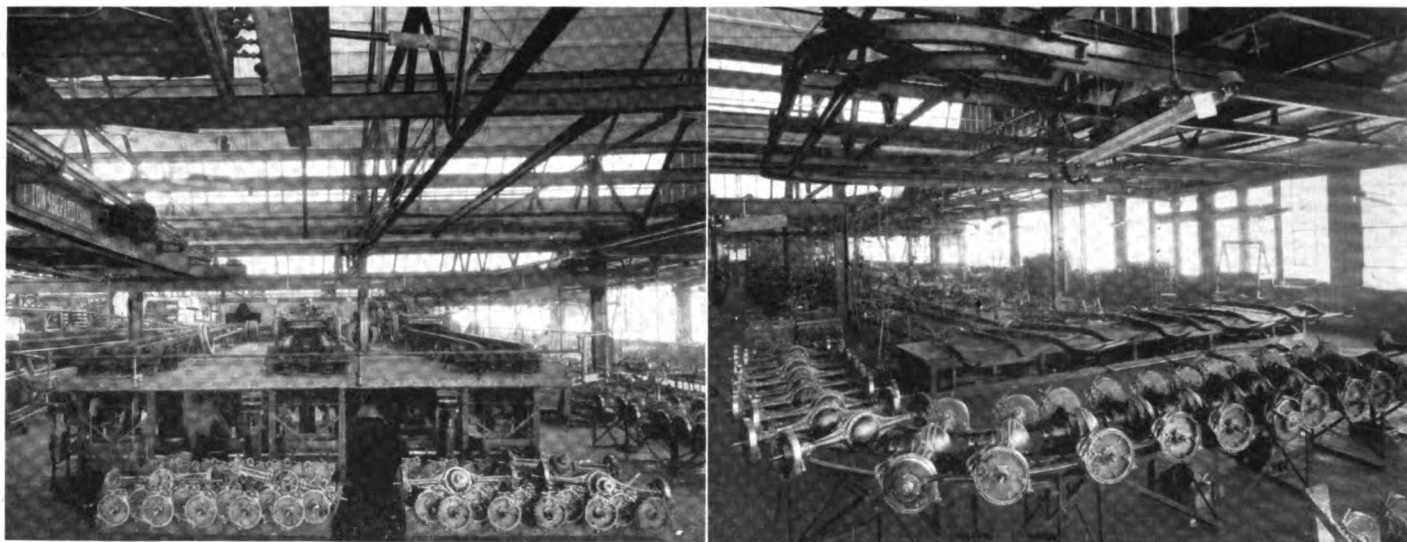
For export crating a progressive system of production has been installed. The crates are built on conveyors and at the proper time the car is run on the conveyor and packed in progressive stages, coming off at the loading dock completely boxed and ready for shipment to any part of the world.

A specially designed crane handles the cars on the loading dock, which is five hundred feet long and seventy-five feet wide. A canopy roof over the dock gives protection in any kind of weather. Every facility is afforded for the quick handling of the cars during the loading operation.



Ground Work on Service Building

Essex Chassis Paint and Assembly Lines



Essex Saves Its Owner Lost in Ogeechee Swamp

"ON October 3rd last, I left Las Animas, Colorado, in my Essex touring car which I drove across country to Savannah, Ga., arriving there on Oct. 15th," writes Capt. Gustav Karow, of the U. S. Marines.

"With detours, the distance covered was 1,400 miles. I was accompanied by my wife, baby, nurse and dog. The dog rode the entire distance on the running board. The route we took follows: Kansas City, St. Louis, Belleville, Ill., Vincennes, Ind., Louisville, Ky., Nashville, Tenn., Huntsville, Ala., Rome, Ga., Atlanta, Statesboro and Savannah.

"After leaving Belleville, we struck rain and had it for four days, and the roads that we came over were inconceivable. I wore out a set of chains in those days. One place that we came to the county kept a team of mules to pull stranded cars out of the mud. It looked like a puddle, or small pond, and I asked the mule driver if he thought I could get through. He said that every car that had tried it had been stuck.

"Nevertheless we had such confidence in the Essex that we went ahead unaided. The water came up over the running boards, but I did not need the mules. This was between Huntsville and Sand Mountain. The only repair I had to make on the entire trip was to replace two broken shackle bolts, but the passengers and baggage weighed a great deal.

"The engine functioned perfectly. I had only one puncture, and that after I reached Georgia. I am still using the same set of tires and have had only one other

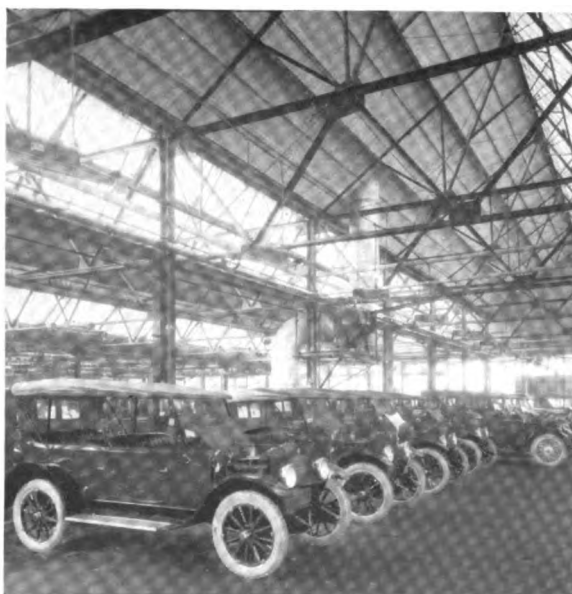
puncture, although in all I have traveled over seven thousand miles on them. They are Fisk fabric and came on the car.

"The trip from Las Animas to Savannah was made in thirteen days, as we stopped every night except the last, when we became lost in the Ogeechee swamp in Georgia. That last day and night I ran the motor continuously for twenty-six hours with three half-hour stops for meals. Upon my arrival in Savannah, I had the valves ground and the car was ready to go back again if need be.

The Mystery Deepens

The mystery surrounding the disappearance of an 80-foot express car recently leased by A. E. Kirk and scheduled to make four round trips each month between Detroit and Hutchinson, Kansas, is still unsolved.

This car, described as being painted a bright red, was due to arrive in Detroit on its maiden journey on February 2nd. Every effort to locate it has failed.



Essex Final Tune

Hudson and Essex Win Five Races in San Angelo

IT takes a long time for news to come from San Angelo, Texas, and besides they have been too busy selling cars down there, according to Sam Adler, of Dallas.

But better late than never. Anyhow it was in San Angelo that the Hudson Super-Six and the Essex just about ran away with everything in sight at the races staged on Thanksgiving Day.

A Hudson, driven by Glenn Breed, captured all three events in which it was entered, while an Essex, driven by J. A. Mais and Walter Buck, won two victories.

In addition Mrs. Alfrieda Mais, who drove an Essex, was awarded a popular decision over a Canadian-Curtis airplane in a novelty race.

The Hudson captured the one mile free-for-all in 55 seconds.

In the five-mile event for professionals driving cars of 281 inches piston displacement or under, Mais finished first in 5:05.

The three-mile race for stock cars driven by dealers was won by Buck in 3:56.

The five mile race for professionals driving cars of 300 cubic inches displacement or under was won by Breed's Hudson, Mais in an Essex finishing second. Time 4:46 2-5.

The twenty-five mile race, free-for-all, was won by Breed. Mais finished third. Time 23:37.

WEAK men wait for opportunities, strong men make them.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, FEBRUARY 21, 1920

NUMBER 19

Co-operation of All is Needed in Present Situation

CONDITIONS in the automobile field are changing so rapidly that it is almost impossible to forecast the daily developments.

This, therefore, is simply a review of the situation that has existed since the first of the year, so that you may know some of the difficulties the factory has had to overcome.

Owing to the shortage of railway equipment and the lack of storage facilities in Detroit, it was necessary at one time in January, to park more than 500 cars in a snow-covered, vacant lot, where they were protected at night by armed guards.

At that time, because of the impossibility of obtaining anywhere near the number of freight cars needed to move the output, the factory faced an immediate curtailment of production and an appeal was sent to all distributors urging the necessity of drive-aways.

The answer from most sections of the country was a prompt and unquestioning pledge of loyal co-operation. On just a few hours' notice, men left their firesides and families and hurried to Detroit to face the rigors of one of the most severe winters ever experienced.

Over snow-covered and storm-swept roads, with the mercury often registering below zero, cars were driven in fleets for hundreds of miles to points from which they could be either temporarily stored or shipped.

Day and night, regardless of the handicaps imposed by the severity of the weather, the long "caravans," so named because of their slow progress, crept over the roads so that the way might be cleared for continued production.

But more than the mere disposal of the output was necessary to keep the wheels of the factory turning. The shortage of freight cars also affected the bringing in of raw material.

To meet this new emergency, fleets of motor trucks were organized and are now in daily

operation to points as far south as Youngstown, Ohio, and as far west as Chicago.

"Stock Chasers" were sent to all sections of the country to bring in small parts in trunks as personal baggage and in hand grips. In one instance 300 shutter control levers were brought from the east in one trunk.

The supply of bodies also was affected, and for a period of fourteen days not a single enclosed body was received at the factory. During this time production continued from reserve stocks and by using other models.

In some instances during the past few weeks, as a result of this shortage of supplies, cars were sent out without cushions, door handles or other small parts.

And so today, although this material is coming in more freely as the lines of communication are slowly being restored or replaced, cars are going out without seat cushions because of the necessity of filling all back orders first.

Meanwhile, materials were daily increasing in cost. In many cases these raises were made in the face of contracts which specified lower figures, but they had to be met to enable the parts makers to continue in business.

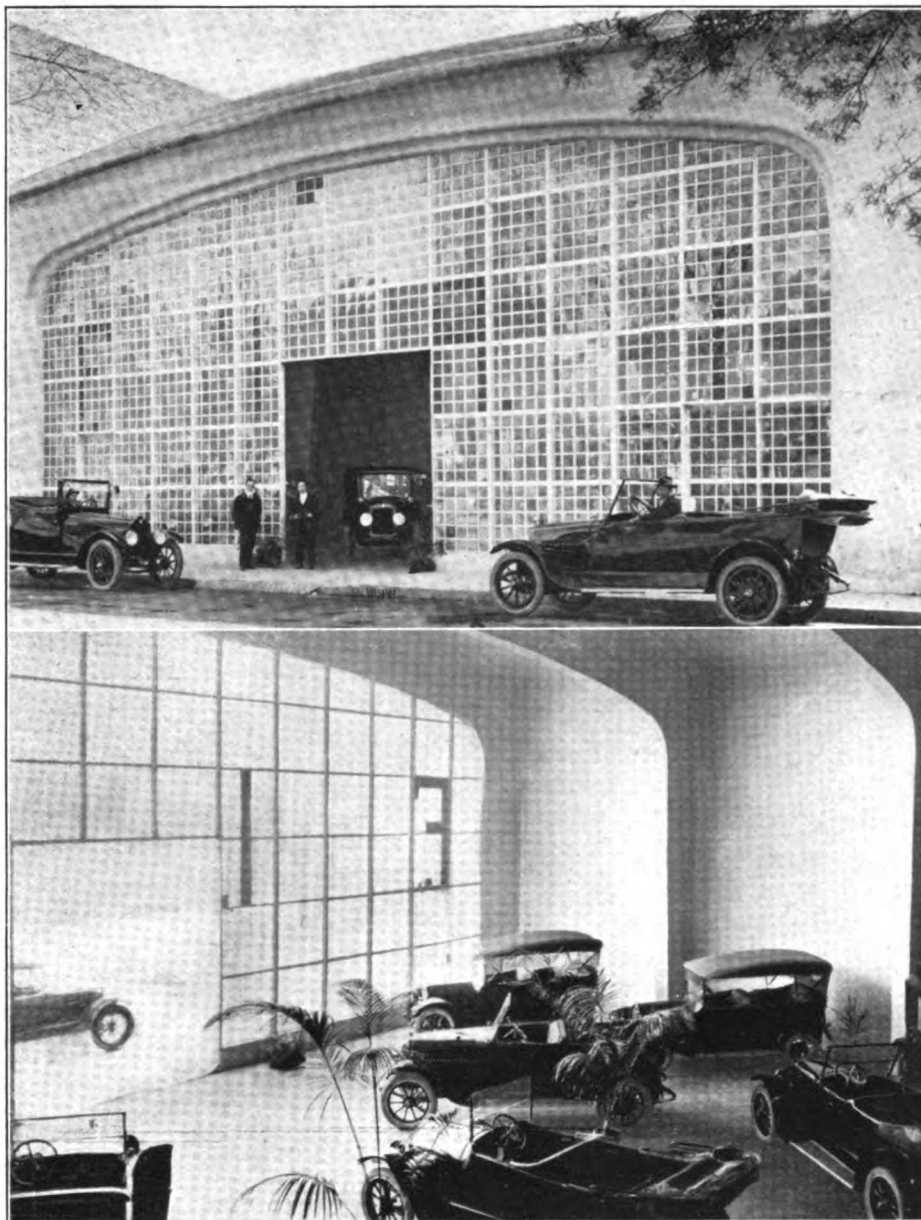
But, despite every handicap, production was continued until now it is fully protected by drive-aways. The shortage of freight cars still continues acute but some relief is promised with the coming of warmer weather.

For the present, everything possible is being done by the factory to maintain production and distribution. Seemingly insurmountable obstacles have been overcome and any others that the future may bring will be met as they arise.

It has been necessary to rearrange shipping schedules because of production conditions, and allotments have been necessarily disturbed and changed.

But it is necessary for everyone to realize that this is a period calling for the patience and co-operation of every member of the organization.

Beautiful Hudson and Essex Home in Mexico



FEW persons think of Mexico except as a land of perpetual unrest, but, nevertheless, it would be hard to find a more beautiful or distinctive automobile palace than the home of the Campania Automotriz Mexicana y Cia, Hudson and Essex distributors in Mexico City. The entire front of the building is of leaded glass. The interior of the salesroom is finished in cool white, the lofty ceiling adding a pleasing touch of dignity and simplicity.

Hudson Repair Bill is Only \$13.85 for 23,000 Miles

John B. Wiggins, of Chicago, whose advertising has made him famous, has driven his 1917 Hudson 23,000 miles at a total repair cost of \$13.85. This was for burned out bearings caused by letting his oil get low. He is using his second set of tires which have given him 14,000 miles and "look good for 5,000 more."

"In 1917 I was in the market for a higher priced car," said Mr. Wiggins, "and had not seriously considered a Hudson. One of your salesmen got in to see me, however, and told such a "wild" story of Hudson performance that I decided to give him a chance to make good or—as I expected—to fall down.

"We went out to the Hubbards Woods hill. The other car had made what I considered a very good showing but was forced to shift before going over the top. Your man started from a standstill at the bottom on high gear

and pulled over at 25 miles per hour. It was a surprise to me as I did not think it possible. We then went back to the foot of the hill and tried it again. The second time we gave the car an average chance by shifting through gears. We crossed the crest of the hill at 47 miles an hour.

"That converted me to the Hudson. I phoned in my order the next morning.

"After three years of use I am pleased more than ever with my car."

E. S. Johnson is Honored

E. S. Johnson, of the Johnson Auto Sales Co., of Twin Falls, Idaho, has been appointed a member of the Federal highway council of Washington, D. C. Charles O. Rulon, for years assistant general manager of the Bottrell Automobile Co., of Salt Lake, has joined the Johnson organization, having acquired an interest. He will occupy the position of general manager.

Lone Woman in Hudson Tours 80,000 Miles in Four Years

IN four years Mrs. H. Stenzel, of San Lorenzo, Calif., has driven two Hudson Super-Sixes more than 80,000 miles, an eloquent tribute to the endurance and reliability of the cars, as she usually travels alone.

Mrs. Stenzel bought a Super-Six seven-passenger phaeton in 1916, and when she turned it in and acquired a Hudson Sedan, in December, 1917, the speedometer registered approximately 30,000 miles.

Since that date she has traveled more than 50,000 miles in her sedan, and there are few roads worthy of the name either in California or Arizona on which the tires of her car have not left their imprint.

On a recent trip to southern California, Mrs. Stenzel covered the distance from Oakland to Los Angeles in about twelve hours actual time and returned at the same rate of speed. On the trip south she was forced to make a five mile detour through soft earth up to the wheel hubs.

The roughness of this detour is indicated by the fact that the glass in the windshield of the sedan was shattered, but nevertheless the car came through under its own power without the slightest mechanical difficulty. Mrs. Stenzel says that she has found her car to be a royal good companion in itself and has never found a man necessary as a utensil on any of her tours because the sedan never gives her the slightest trouble.

Buys His Third Essex

Mr. E. L. Bruce, Jr., Secretary of the E. L. Bruce Company, of Little Rock, Ark., the largest producers of hardwood flooring in the world, has just purchased his third Essex car.

Mr. Bruce has owned almost all of the high priced cars made, but now is driving nothing but the Essex. His Essex touring car has been turned over to his company for use at one of his new plants and his second touring car will be used by himself, while wife drives an Essex Sedan.



THE HUDSON TRIANGLE

When It Paid One Salesman to Be Ahead of Time

A CERTAIN automobile salesman was once told to call at a certain hour of a certain day on an official of a big corporation which was in the market for several cars to be used by its representatives.

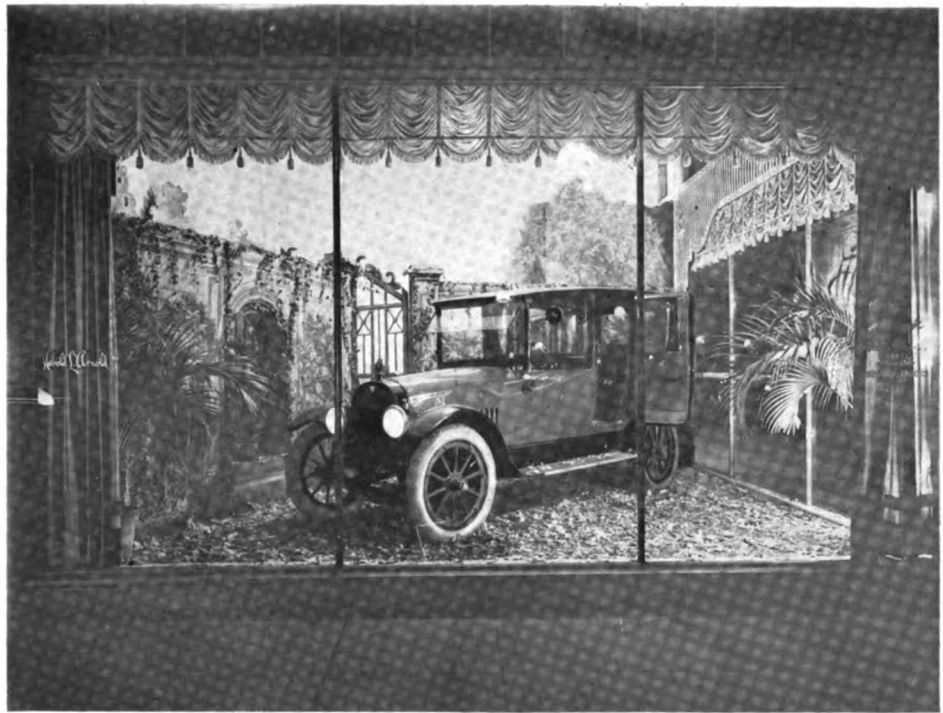
When the salesman called he found seven other rival salesman waiting to keep the same appointment. Inside the prospect's office was a young man who had the foresight to keep the same appointment fifteen minutes ahead of time.

Putting off seeing people and doing later on things which could just as well be done at once are common faults with nearly everyone. How often we tell ourselves: "I really have not been working hard this week, but I am going to get started next week. Just wait until next week."

But next week it is the same story over again. It is so easy to start "later on." All of us have a lot of things to do when we get to them. The thing is to get to them today and do them. Hell is paved with good intentions.

The salesman who puts good resolutions into circulation is the fellow who is going to make the big money not only now but in the years to come. He will be accomplishing things while the other fellow is getting started. *The moral effect of doing a thing immediately is wonderful. Try it and see.*

Every Window An Invaluable Asset In Boosting Sales if Properly Used



EVERYONE in Chicago knows the high quality of merchandise carried by Marshall Field's and realizes that almost every material human want may be satisfied within its walls.

And yet Field's spends hundreds of thousands of dollars every year in window displays to attract attention

to its wares. Why? Because those windows represent an invaluable asset and actually sell goods.

The same thing is true of the windows of an automobile salesroom. Wherever it may be located, whether it is rented or owned outright, a large percentage of the rent or cost of the salesroom is based on the value of its windows. To leave them empty, then, is to neglect one of your most valuable assets.

Many distributors and dealers, realizing this, are as particular about their windows as is any department store. The decorations are carefully planned and are changed frequently so as to hold public interest.

The expense is slight as is shown by the attractive window pictured above. This is an autumn scene. The wall and gate in the background are painted on a drop which was borrowed from a theater. Palms give a touch of color while brown autumn leaves have been sprinkled on the floor.

Governor of Nebraska an Essex Booster



THE chief executive of the state of Nebraska, Gov. S. R. McKelvie, is one of the latest additions to the constantly growing list of notables who own Essex cars. Governor McKelvie and his sedan are shown in the above picture with Miss Bessie Love, the movie star, who was recently a guest of Mrs. McKelvie at Lincoln, Neb.

Policemen and Judge Certify to this Hudson Record

(From the Pocatello, Idaho, News)

What is believed to be a world's record has been established by T. E. Branen, of the Branen Motor Car Company, driving a Hudson car.

Mr. Branen climbed the steep incline of the viaduct, with the Hudson in intermediate, at the rate of 28 miles an hour.

The test was an official one.

Two members of the local police force acted as timers, and the police judge reviewed the evidence and gave it his O. K.

Mr. Branen's medal will have to come from the National Association. Locally he got a fine.

THE HUDSON TRIANGLE

Essex 15-Day Non-Stop Run Feature of Chicago Show

A WONDERFUL demonstration of Essex endurance was combined with a publicity "stunt" that attracted wide attention by the Hudson Motor Co. of Illinois during the week of the Chicago Automobile Show.

"Watch for the White Essex," "Hail the Driver, He'll Take You Wherever You Want To Go," "Don't fail to Ride in the Essex."

These were some of the headlines used in special newspaper advertisements heralding the appearance of a white Essex which was kept running day and night through the streets and boulevards from the time the show opened until it closed.

The advertisements also directed attention to the fact that this Essex was making a non-stop run. From the time the motor was started at 2 p. m. on Jan. 24th, when the doors were thrown open on the show, until the exhibit closed the night of Jan. 31st, it was announced, the engine would be kept running continuously.

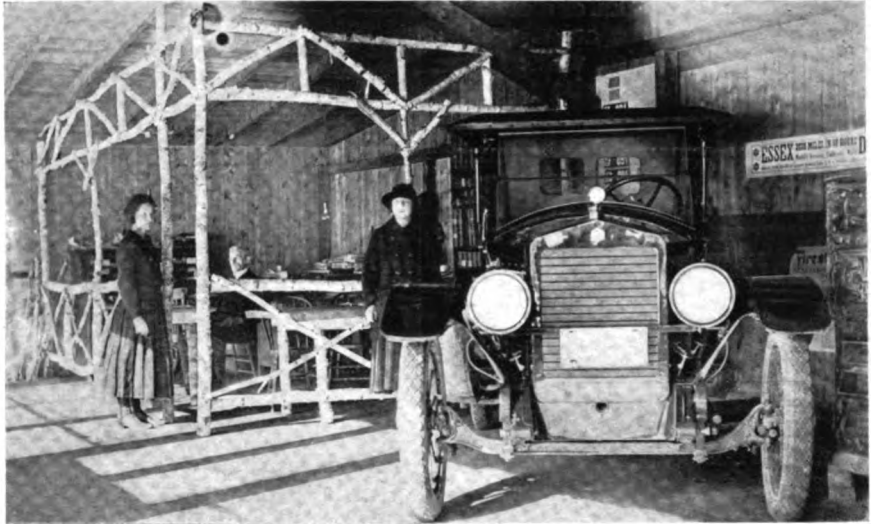
Not only was this promise kept, but the motor was running so well at the end of the week that it was decided not to stop it but to continue the run during the following week for the show at Evanston, a Chicago suburb.

As a result the motor was kept running until Saturday night, Feb. 7th, making a non-stop run of fifteen days during which the car covered 3,285 miles without encountering the slightest difficulty and at the finish it was running even more sweetly than it had at the start on Jan. 24th.

The car itself attracted wide attention wherever it appeared and even rival exhibitors availed themselves of the opportunity for free rides.

"What's the use of paying taxi fares?" said the representative of one big company after he had hailed the car and had been taken

Doing Business as Usual, Despite Fire



WITHIN a few hours after fire had destroyed the salesroom occupied by E. W. Williams, Hudson and Essex representative of Bennington, Vt., he had converted an outlying storage building into a new headquarters and was carrying on business as usual. Rustic decorations were used, as shown in the above picture, to make the salesroom attractive.

clear to the south side on a business call. "This will beat any taxi in the world."

As one result of the interest created by the show and by the White Essex, it is notable that the Chicago retail Essex sales alone during the first nine days of the month totaled fifteen cars.

"The non-stop run was an unqualified success in every way," says J. R. Histed, who conceived the idea. "Being one of the most severe tests to which the Essex has been put, it is only another proof of its endurance and sturdy construction."

\$135 Depreciation on Hudson After 41,293 Miles Service

W. V. Campbell of Kansas City ordered a new seven-passenger Hudson, with the understanding that his old 1916 Super-Six was to be appraised at the time of delivery of the newer car.

Of course he told his friends about ordering the newer model, and much to his surprise immediately received several offers for his old car. After turning down several good ones he finally accepted \$1300 in cash from the assistant manager of the Shaw Taxicab Co., a man with a thorough knowledge of mechanics and who should be a good judge of a motor car's condition. The speedometer registered 41,293 miles when the car was turned over to him.

Mr. Campbell was of course overjoyed at the small depreciation, as he originally only paid \$1435 for this car, and immediately changed his order from a seven-passenger touring to a seven-passenger sedan.

Fishel Increases Facilities

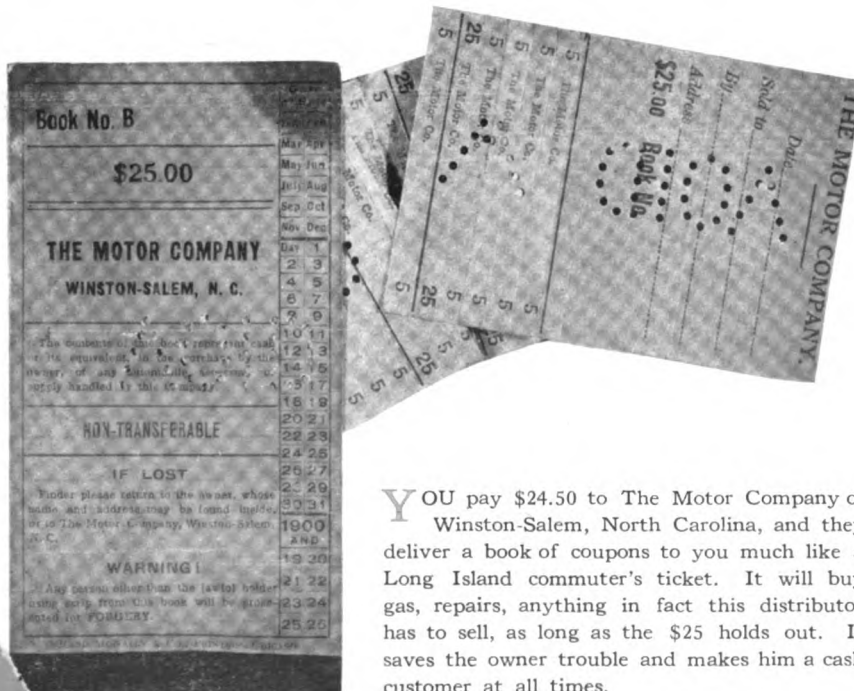
L. E. Fishel, president of the Motor Company, of Winston-Salem, N. C., has begun the remodeling of the building occupied by the Motor Company which will be made into one of the finest automobile structures in the south.

The present showroom will be almost doubled in size to afford more space for showing Hudson and Essex cars to care for the constantly expanding business.

Roadster Easy on Tires

Paul Norvel, who lives on Savannah River near Aiken, S. C., reports that he has driven his Essex roadster 18,000 miles over the worst roads in the south on two sets of tires. "When I get a new car," he says, "it will be another Essex."

Coupon Books for Everything



YOU pay \$24.50 to The Motor Company of Winston-Salem, North Carolina, and they deliver a book of coupons to you much like a Long Island commuter's ticket. It will buy gas, repairs, anything in fact this distributor has to sell, as long as the \$25 holds out. It saves the owner trouble and makes him a cash customer at all times.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, FEBRUARY 28, 1920

NUMBER 20

It's Just as Easy to Sell Five at a Time as it is One

IT was the biggest night of the week at the automobile show.

A seemingly endless stream of humanity was flowing through the aisles.

So dense was the crowd that it was only after the greatest exertion that a small man in a black overcoat managed to reach the Hudson exhibit.

Every salesman in sight was busy and some time elapsed before the newcomer was able to grab one by the arm.

"Got an order blank handy," he demanded.

The salesman pulled one from his pocket, asking what model was desired.

"Just make it out for four Limousines and one Phaeton and I'll sign it now," was the answer.

"What?" demanded the salesman, unable to believe his ears.

"Four Limousines and one Phaeton," repeated the prospect, presenting a card bearing the imprint of one of the nation's biggest corporations.

"They are for the use of our officials in getting around the city," he explained. "We have been using several different makes of cars but have decided to standardize Hudsons because of their reliability and economy and also because they offer everything we could desire in the way of appearance and comfort."

THIS incident took place in one of the largest cities in the United States.

Unusual? Yes, but at almost the same instant a packing company in a small Indiana city was ordering four Essex Roadsters.

At Fort Worth, Texas, a big oil company was obtaining delivery of four Hudson Phaetons for the use of its representatives.

And in Los Angeles a wholesale grocer was

buying five Essex Roadsters to enable his salesmen to cover their territory more quickly.

In every case these sales were made in open competition against cars costing much more and much less than either the Hudson or the Essex.

They were made purely on merit--on the proved lower depreciation, greater economy, superior dependability and the prestige which the possession of a Hudson or Essex confers upon its owner.

These sales also show that the automobile has become as great a necessity of modern business as the railway, telegraph or telephone and new commercial uses are being found for it daily.

At the same time, corporations which have been buying the lowest priced cars obtainable, are now beginning to recognize that a cheap car is just as unprofitable an investment as a cheap salesman.

The result is an almost unlimited and exceptionally profitable field for the sale of Hudson and Essex cars for business purposes.

THE supreme advantages of the Hudson or Essex for commercial service may be easily demonstrated.

The high quality of material and workmanship used in both, reduce depreciation to a minimum.

Their simplicity and sturdy construction result in the greatest dependability and eliminate the necessity for frequent mechanical adjustments.

The quick acceleration of both cars enables them to thread their way through congested traffic with the utmost speed, thus resulting in a great saving of time.

Their comfort and ease of control conserve the energy of the driver and thus enable him to cover more territory without fatigue.

But above all else, both cars are worthy representatives of which any organization, however great, may feel a just pride.

Essex Blazes Trail For Big Farm Caravan



THIS is the Essex pilot car, driven by W. Murray Hogan, general manager of the Imperial Motor Car Co., Nashville, Tenn., which blazed the trail for the Motorized Farm Caravan which toured middle Tennessee during January. The caravan consisted of some twenty heavy duty trucks and six passenger cars. The party consisted of students of transportation, farm experts, exponents of good roads and truck and tractor men who furnished the crowds along the route food for thought on farm motorization.

Hudson-Brace Co. in \$300,000 Program of Expansion

The Hudson-Brace Motor Co., of Kansas City, has exercised a purchase option to acquire for \$155,000 the property occupied by it in order that the company may carry out extensive building plans this year.

The purchase of the three-story building erected for its occupancy in 1918 under a two-year lease, carries with it another tract to the east so that the property now occupies a full block from Grand avenue to Walnut street.

A fourth floor will be added to the present building, which will be extended to Walnut street, resulting in a total investment of about \$300,000. The completed building will have a frontage of 266 feet fronting on the approach to Penn Valley Park and the site chosen for the Liberty Memorial.

The enlargement will double the present floor space, so that one hundred thousand square feet of space will be devoted exclusively to Hudson and Essex sales and service.

Kirk Car Mystery is Solved

After weeks of search, the 80-foot express car leased by A. E. Kirk, of Hutchinson, Kan., arrived at the factory late last week, was hurriedly loaded and is now reported safely on its way back to Hutchinson. Mr. Kirk is now reported to be working on a collapsible wing arrangement so that the car may be converted into an airplane and so make up for the time lost.

THE only hard part of a hard job is the getting at it.

THE reason why a thing can't be done is nothing but a mental hazard nine times out of ten—simply a state of mind.

Jumps From \$15 Weekly to Assistant General Manager

B. M. ("Bill") Taylor has been appointed assistant general manager of the H. O. Harrison Co., San Francisco, while G. E. Griffin has been made manager of Hudson Super-Six sales and L. E. Townsly becomes Essex sales manager.

The story of Taylor's career in the automobile world reads like fiction. Eight years ago he went to San Francisco from the north and obtained a "temporary" position in the stock department of the H. O. Harrison company at a salary of \$15 a week. It was not long, however, until his exceptional qualities were recognized and he was advanced the first step up the ladder.

Within a short time he was made manager of the parts and accessories departments and later became purchasing agent. About two years ago he was appointed wholesale manager. Today he holds one of the most responsible positions in the motor car business in San Francisco.

Mr. Griffin joined the Harrison organization about a year ago and set up an enviable motor car selling record for that time. Mr. Townsly, who has been identified with the automobile trade for many years on the coast, has just returned from a trip to the far east.

Owner Reads All Essex "Ads" "They All Ring True"

"Like all other Essex owners, I feel a just pride of ownership," writes C. A. Griffin, agent of the Fidelity-Phenix Fire Insurance Co., Edgefield, S. C. "It is a genuine pleasure to drive such a car and if it were possible, I think more and more of it as I drive it.

"It has to me a distinctive individuality about it that does not exist in any other car I ever saw, and in driving, it is more like steering a boat in smooth water than like steering an automobile on a road.

"The first thing I look for when the Saturday Evening Post arrives is the Essex advertisement, which I read with a great deal of interest. Since the first one was published more than a year ago, nothing has ever appeared in any of these advertisements that is not absolutely true."



The Whitaker-Hollis Salesrooms at Decatur, Illinois, showing twenty-seven Hudson and Essex cars driven overland from Detroit.

THE HUDSON TRIANGLE

Essex is Used as Snow Plow to Clear Way For Traffic

"NEVER let 'em stop talking about the Essex."

That is the motto of Earl W. Williams, of Bennington, Vt.

So when the recent blizzard was followed by a hard blow that drifted badly and closed several of the roads in New England, Mr. Williams volunteered his services to open them.

This was some undertaking, as the drifts were so bad that a local physician who undertook to visit a patient in the western section of the town the night before became stalled with his car and was unable to make further progress.

The drifts were so hard that it was possible for a man to walk anywhere without breaking through, and, in some places, the snow was packed into the highways to the depth of two feet. Nevertheless, Mr. Williams undertook the task with an Essex which he had equipped with white wire wheels. Used as a battering ram, the Essex bucked the drifts repeatedly and in half a day had cleared all the roads for traffic of any kind.

"The White Wheeled Essex is attracting much attention and now everyone is looking for it and talking about it," says Mr. Williams. This has helped the enthusiasm aroused by our Christmas demonstrations when we gave everyone we could find on the streets, including the school children, a ride in an Essex Sedan. Many of the prospects gathered in at that time have been closed since, and every kid in town shouts Essex at every one he sees and the tone is full of goodwill.

"The number of cars sold this winter and orders taken have outdone to an unbelievable degree the business of any other winter. On the first of February we had orders on hand for five Hudsons and nine Essex cars."

The Railway Situation

IN the year 1919 only 686 miles of new railway were built in the United States. Even that small extent of track does not represent increased mileage, for during the year 689 miles of main-line track were abandoned. In other words, for the first year since the first rail was laid in America the increase in the mileage of the railways of the United States came almost to a standstill.

Hudson "54" is Turned Into Carryall After 70,000 Miles of Service



IT would be hard to find a more convincing proof of Hudson dependability and endurance than is furnished by this Hudson "54," owned by H. J. Bristol, President of the Bristol Taxi Company of Los Angeles.

Before this car appeared on the streets in its present elongated shape, it had already seen more than 70,000 miles of strenuous service.

Such a mileage record would be considered the maximum life of an ordinary car, but Mr. Bristol has long been familiar with Hudson endurance.

So he has lengthened the frame of this "54," and it is now giving most satisfactory service, carrying from twenty to thirty members of motion picture companies to the various locations in southern California daily.

What Essex Owners Say

I have driven my Essex 7864 miles without any trouble and I am still using the same tires that came with the car. Apparently they are good for several thousand miles yet. If I ever buy another car, it will be an Essex Sedan.

—W. K. SAYRE, Newark, N.J.

Seven thousand miles of travel in my Essex has proved that it would go as fast as I wished or as slow, and that, no matter how fast or slow or far we drove, the car rides so

smoothly that it does not tire the driver at the journey's end. Altogether, my wife and myself are delighted with the Essex which seems to get better every time we go out in it, and if anything happened to it we would certainly get another just like it.

—F. D. CORWIN, Pine Bush, N.Y.

My "Baby Hudson," as I call my Essex is an exceptionally fine car and compares only with larger and more expensive cars. It is economical on gas and uses very little oil. It has been driven 4,000 miles and I have never had a puncture.

—M. A. KEENEY, Middletown, N. Y.



Despite the severity of the weather, these cars ended their 575-mile journey in perfect condition and without encountering the slightest difficulty!

Autos Soon to Rank Second Only to Steel Industry

IT was only twenty years ago that automobiles were barred from Central Park, New York, and yet within these two decades no year has gone by, except 1918, which has not seen an increased demand for cars.

During this time passenger cars have advanced from the position of toys for the rich to a position on a par with the telephone, telegraph and the railways as time savers and transportation necessities.

Passenger car production in 1919 was slightly less than in 1917, totalling 1,586,787 cars, according to figures just given out in a report of the National Automobile Chamber of Commerce.

Second Only to Steel

The total wholesale value of these cars was \$1,399,282,995, an average of \$882 per car, which when combined with the value of motor trucks, tires and accessories brings the industry close to the two billion dollar class, with this year the practical certainty that its position will be second only to steel among the manufacturing industries of the country, according to the report.

The passenger car production figures for the past few years follow:

PASSENGER CAR PRODUCTION

Year	Number	Wholesale Value
1899	3,700	\$ 4,750,000
1904	21,281	23,634,364
1909	127,731	159,918,506
1914	543,679	413,859,379
1917	1,740,792	1,053,505,781
1918	926,388	801,937,925
1919	1,586,787	1,399,282,995

Southern States Lead

The biggest percentage of increase in the registration of cars during the past two years has been in the agricultural districts, the report says. The leaders are Tennessee, Alabama, Louisiana and Georgia where the percentage of increase over 1918 has ranged from 29 per cent down to 16 per cent. New York has the greatest number of cars registered, approximately 570,000 or one for every 18 people in the state. Ohio is second with about 511,000.

Nebraska and Iowa are pretty close for the honor of the greatest number of cars per capita, Iowa with 365,000 and Nebraska 201,000 or one car for every 6½ persons.

Mississippi has the fewest cars registered, less than one for every 50 persons, with Alabama next, one for every 43 persons. Better roads are expected to change this situation.

Variety, Even in Signs, is the Spice of Life



ERNEST SCHNIEDER, president of the Washington Auto Company, Inc., Yakima, Wash., believes that variety is the spice of life, even in signs. And so the electrical sign in front of his salesroom is equipped with changeable letters which are altered each week to feature the headlines used in the Hudson and Essex advertisements in the Saturday Evening Post.

Essex Covers 250 Miles with Mercury 18 Degrees Below

With the mercury registering between 12 and 18 degrees below zero, H. D. Campbell, of the Clayton County Auto Co., Strawberry Point, Ia., recently drove his Essex from Aurora, Ill., to Cedar Rapids, Ia.

The distance of 250 miles was covered in 19 hours and 25 minutes, although snow-drifts as high as the fenders were encountered in many places. The only stops were for gasoline and oil and to adjust the chains.

Fargo, North Dakota, Sales Set Record

A REMARKABLE success was scored by the Harrison Motor Company at the Fargo, N. D., automobile show when their actual retail sales totalled 24 cars, 9 Hudson and 15 Essex. The sales were divided as follows:

Hudson: 1 Touring Limousine, 2 Sedans, 1 Coupe, 2 Seven Passenger Phaetons and 3 Four Passenger Speedsters.

Essex: 9 Touring, 6 Roadsters and 2 Sedans.

In addition the Harrison organization closed up contracts with sub-dealers for 145 Hudson and Essex cars for the year of 1920.

Essex is First Car Into the Yosemite Valley in 1920

Two Essex cars, one driven by A. H. Patterson, of Stockton, Calif., and the other by Jack Hornell, of the H. O. Harrison Company, San Francisco, have achieved the coveted honor of being the first automobiles into the Yosemite valley in 1920.

The two cars made the trip to the snowed-in wonderland in two days, giving the rangers a big surprise. The journey was made over the Coulterville road, battling with snow up to three feet in depth.

The return was made in the face of a storm that threatened to hold the two cars in the valley for the rest of the season, but both made the return journey without difficulty.



HUDSON and Essex dealers from Tennessee who attended a recent convention at Nashville. James Frazer, president of the Imperial Motor Car Co., Hudson and Essex distributors, presided at the sessions which included a big banquet in the evening.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MARCH 6, 1920

NUMBER 21

"Scup or Scrod?"

THERE is a fish monger in a small New England town who is a real merchandizer.

Recently he went through the streets, blowing his horn and between blasts yelling: "Scup and Scrod"—two well known kinds of fish in that country.

A woman came to the door and said: "Give me some scup."

"Haven't got any scup," said the fishmonger.

"Well, then," said the woman, "what are you yelling 'scup' for if you haven't any scup?"

"Why," said the fish man, "I didn't want you to forget scup when I got scup."

That is a policy that has been followed by the most successful distributors and dealers.

Being oversold does not lure them into any relaxation of their efforts. Instead, they recognize the necessity of exerting all their energy to maintain this lead they have won.

A MAGAZINE publisher asks merchants: "Are you well oversold—or badly oversold?"

To take advantage of the present demand to relax sales efforts on even a single model is to be badly oversold.

To be well oversold means that you are availing yourself of today's opportunity to prepare for tomorrow; that you are strengthening your organization; that you are building up the good will of your owners, and that you are preparing your territory to take care of a constantly increasing production.

If this is your position, then you are well oversold.

To sit back, however, and proudly point to a present increase in business is sheer stupidity.

No business can stand still. It must either go forward or backward. The minute it stops growing it begins to slip downward.

The man who wins is the one who can see the furthest ahead and who prepares the furthest ahead.

Sales campaigns, like battles, usually are won long before they are fought.

Victory goes to the side which is the best prepared.

KEEN observers already are predicting the coming of a new era of intensive merchandising.

Far-seeing distributors and dealers are getting ready for this period right now by perfecting new sales ideas and strengthening their organizations.

They are planning today to take advantage of the enlarged opportunities the future will offer, secure in the knowledge that the Hudson and Essex afford the most solid foundation upon which they could build.

While handling a second choice car might result in a temporary profit, they realize that permanent success can come only from the sale of a product of the proven value and quality of the Hudson and Essex.

Hudson achievements during the past eleven years guarantee that it will continue in the future as in the past to be the world's most popular fine car.

The Essex, which has inherited the qualities upon which Hudson prestige is founded, proved its leadership when it set a new world's sales record.

Together they form a line, upon the unmatched merit of which every distributor and dealer may build as upon a rock.

From the White Triangle to White House?



ON his recent visit to Sioux Falls, S. D., Gov. Lowden, of Illinois, candidate for the Republican presidential nomination, was driven about the city in a Hudson Super-Six. Gov. Lowden and his wife are shown in the center of the group in the above picture.

Your Windows Are 24-Hour Salesmen; Do You Make Them Sell Cars For You?

STEP out of the front entrance and take a good look at those twenty-four-hour salesman of yours—the windows of your salesroom.

How do they impress you? Do they appear well dressed for real live business? Are they the right kind of salesmen to intrust with the task of interesting your prospects?

Or have they a gloomy, forbidding appearance which might give visitors an everlasting bad impression? You know, but perhaps you do not fully realize, that your windows are one of your best advertising mediums. A big share of your rent or the value of your property is represented by those windows. Are they or are they not selling cars for you?

It is not enough to merely keep the glass clean so as to provide an attractive view of your salesroom. To sustain interest it is just as essential to vary the appeal—to offer something new—in your windows as it is in a newspaper advertisement. What would you think of a merchant who ran the same ad week after week?

There is a wide difference between selling automobiles and selling cigars, but the fundamental merchandising principles are the same. Therefore the experience of the United Cigar Stores Co. with its windows should interest every automobile man. The windows of a United Cigar Store are always clean and the displays are constantly

"This One Thing I Do!"

GENIUS is nothing but the power of making a continuous effort. Fix in your mind the thing you are going to do, the thing that is worth while, and then do it with determination.

A salesman is a genius who has the power of living up to the motto "This one thing I do," the power of continuous effort.

There is no obstacle that cannot be overcome by the man who puts force and intelligence into his work. Obstacles are great only through lack of trying diligently and continuously to overcome them.

being changed so as to sustain interest.

But in addition, the displays are so arranged that the public cannot see the inside of the store through the windows. This is true also of most department stores. Why? Because it has been found by actual test that to display the interior to the passing public is to repel trade.

Some people, seeing the store is crowded by glancing through the windows, would pass by in the hope of obtaining quicker service at some rival store. Others, seeing the store empty of customers, would deduce that it was not successful and would take their patronage elsewhere.

Don't Wait for the Order to Come to You—Go After It

NOT long ago a sales manager took a lagging salesman to task. The salesman set up the hoary old alibi that it wasn't his fault, he had been "trailing" a competitor. Whereupon the sales manager told him this story:

"One day a knife grinder trudged down the main street of a small town, with his machine on his back, clanging his bell. He thought to himself, 'The people all know my bell. If they have any work to be done they will call me.' But no one called. He walked all morning without results.

"Not long afterwards another knife grinder rounded the corner. He, too, carried a machine but no bell. When he reached the first gate he stopped and rang the door bell. To the lady who answered he said, 'I beg your pardon, but will you loan me your knife for a moment?' And the lady did. Going over to his machine he set it whirring and soon had a razor edge on the blade. He took it back to the housewife.

"'You are a good judge of cutlery,' he said. 'That is an excellent piece of steel, but try it now. Just draw the knife through this piece of paper.' The blade cut with clean precision. The lady was delighted. The grinder was paid for his work. During the remainder of the morning the grinder was busy with the patronage of that one block."

The last man, of course, was a real salesman. The real salesman does not expect business to come to him. *He goes after it and gets it.*



A N advertisement printed in a Tokio newspaper by the Japan Automobile Co., Ltd., telling subjects of the Mikado of the achievements of the Essex.

Botterill Tells Owners How to Protect Pocketbooks

"FOR the good of the owner's pocketbook," Tom Botterill, of Denver, has just issued a little booklet entitled "Asbestos."

"Speaking of the owner's pocketbook," he says, "prompts me to say that I am just as interested as he is in keeping his operating expenses low. I would much rather tell a driver how to prevent trouble than to fix up the damage afterward and have to charge him for the work."

After tracing the history of asbestos for twenty-four hundred years since the time of Herodotus, Mr. Botterill takes up its use for the brake lining of the modern motor car and tells his owners how they may save themselves from annoyance and expense by handling their brakes properly. These lessons he sums up as follows:

"First—Brake transmission joints should be kept well oiled to prevent rusting.

"Second—Brakes should be cleaned with air hose whenever washed—or oftener—to prevent sand and gravel from working in between the band and drum.

"Third—Brakes should be handled gently, except in actual emergencies, for the good of the brakes, the good of the tires and the good of the owner's pocketbook."

\$28 Cost of Repairs on 1910 Hudson in 40,000 Miles

After more than 40,000 miles of use, all in Montana and in the mountain country at an elevation of about 5,000 feet, the 1910 Hudson owned by Adolph Renn, Hamilton, Mont., is still giving satisfactory service despite the rough use to which it has been subjected.

The only repairs on this car since it was purchased are \$18 spent for four new springs, one spindle, \$5, and \$5 spent on the rear axle. Ten tire casings have been used at a total cost of \$200 while \$15 has been spent for inner tubes. Two of the original inner tubes delivered with the car are still in use.

The owner, after giving this information, closes his letter by saying: "The above is correct. If you don't believe it, come up and see."

Now We Know Gen. Pershing's "Platform"



GENERAL PERSHING in one of the four Hudson Super-Sixes which led the parade held in his honor in Salt Lake City recently. This is the second parade in the honor of a distinguished visitor to Salt Lake in the past few months in which Hudson Super-Sixes took the lead, President Wilson having used one during his visit there:

Helps Owners Make Out Income Tax Return

To show their interest in their owners, the Quig Motor Car Co., Inc., of Easton, Pa., is sending out the following letter which they have found was much appreciated:

We beg to give you the following information which we trust will be of value to you in making your Income Tax return for the year 1919.

You have paid War Tax on purchases made from us during the year 1919 as follows:

Automobile.....	\$.....
Equipment.....	\$.....
Total.....	\$.....

This amount is deductible in your tax return, and may be entered in item "I" line two of forms 1040 and 1040A, or in schedule A, line 16, of form 1120, depending upon the form you are required to use.

Essex Draws a Bigger Crowd Than Mary Pickford

If Charles Childers, president of the Gem City Motor Car Co., had known when he borrowed an Essex fitted with a plate glass hood from the Hudson-Frampton Motor Car Co., at St. Louis, for his own automobile show at Quincy, Ill.,—but judge for yourself.

When Mr. Childers arrived in Quincy he had the car washed, lighted up the electrics under the hood and took the car out on Hampshire street to show the public how the Essex motor runs. The first stop was in front of a movie theater.

The Essex proved a better drawing card than Mary Pickford, scores of persons leaving the long line before the box office to view the car at the curb. The crowd increased so rapidly that soon all traffic on the street had to be stopped. Not even the street cars could get by.

At this juncture someone turned in a riot call. The police answered the call in a patrol wagon, which was a Hudson car. Mr. Childers jumped out of the Essex and it was not until after the police had cleared the way for traffic that he knew what had happened.

46,000 Miles of Satisfaction

"It is a great source of pleasure to drive a Hudson, for it always goes," writes W. F. Tallman, Street Commissioner, Winnipeg, Man., Canada. "I have driven my car a little over 46,000 miles since May, 1917, and must say that it is in perfect working order today, having had only one thorough overhaul. If I were getting another car, I don't know how I could get anything except another Hudson."



THIS is the new Hudson and Essex driveaway depot located on East Jefferson ave., about a mile west of the factory. All factory driveaways for the past few weeks have been from this depot, a former garage which was taken over to provide facilities for the delivery of the cars to be driven from the factory.

THE HUDSON TRIANGLE

"Its a Bear"—a Story of Wild Doings in West Virginia

By HOWARD S. BRISCOE
Of the Lambert Automobile Company,
Baltimore, Maryland.

OUT in the wilds of West Virginia lies, submerged, truth that is stranger than fiction. A platitude, good masters—but a platitude that stands out in sharp relief among its fellows. Which I shall prove anon.

Two weeks ago I fared forth from Baltimore town in an Essex phaeton. The body of this car was shimmied in strange didoes, its sides being decorated with red and white signs and the word Essex.

Which brings us to the gravy on our muttuns. Down in Pendleton county, which boasts not a foot of railroad, there is alleged to be an abundance of moonshine. But Allah protect the sleuths and professional snoopers who may attempt to trace the animal to his lair! For on every hand are naught but rugged mountains and ravines and snow and ice.

Bears, by Gum!

It was through this county, with a native at my side, that I attempted to make my way in my faithful Essex. I was warned that the mountains, with their deep coatings of ice, were impassable. But I knew that in similar circumstances where others had failed the Essex had made good.

So, we had traveled perhaps 20 miles across the rugged country when I noted two dark figures far up on the mountain-side coming toward us.

"What are those?" I asked my guide.

"Bears," he laconically replied.

Whereupon I brought my foot down so sharply on the accelerator that the gent at my side was nearly thrown from the car.

"Hol' on thar, friend," quoth he, "them thar critters ain't a-gwine ter bother you. They's jes' natchlerly curious. They hain't never seen anything like this here—whatcha call it?"

Then there came a sudden scream, followed by a dismal moan, like the screech of a star shell on the battlefield. Then a lithe figure shot through the air like a catapult.

And Now It's Cats

"What in thunder's that?" I sputtered, while my legs and body seemed suddenly stricken with ague.

"That? O, that there's a mounting cat," replied my aid-de-kong in an imperturbable tone when I threatened to turn back if any more bears appeared.

"The chanst is that you'll turn back anyway sho'tly. See that thar whale of a mounting in front of us? Well, at the foot of that is a kreek that I know are jes' jammed with dead ice an' debree. You'll never crost it in this hyar boat."

The mountain referred to indeed was a whale. It rose at an angle of apparently 75 degrees and was as slippery as glass. Not the slightest trouble was encountered in negotiating it, however.

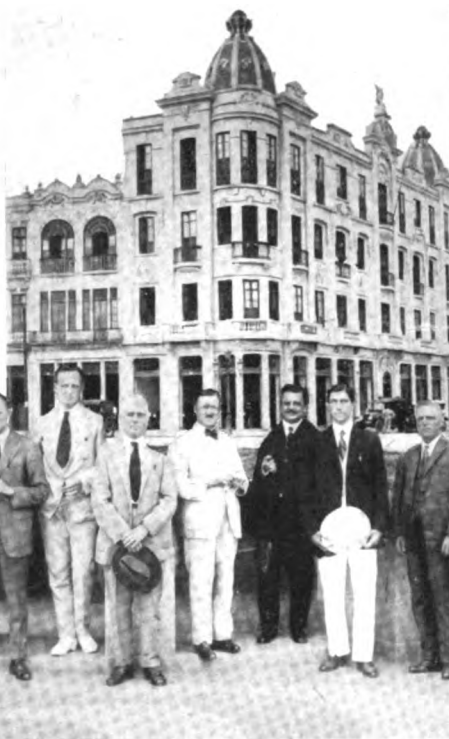
"Kreek" Conquered Next

When we reached the bottom, the "kreek" of dead ice and "debree" loomed in front of us. And by the limping lumber-jack if there wasn't an automobile stuck right in the center of it!

"Now whatcha gwine ter do?" asked my guide and counselor. "Shorely yer ain't a-gwine ter try ter cross that there kreek?"

He had guessed my intention. Not only that, I was determined to try to pull the stuck

THE headquarters and members of the organization of the Sociedade Industrial do Bom Retiro, Hudson and Essex distributors at Rio de Janeiro, Brazil. This is one of the finest and best equipped automobile headquarters to be found anywhere in South America.



machine to the opposite shore. So in we waded, ran abreast of the other car and then passed it. Reversing, we backed to the auto in distress and was about to attach a rope to it when there arrived a mountaineer with a pair of mules and some chains, together with the owner of the car.

"Just heave those chains this way, and I'll have you out in a jiffy!" I sang out.

Essex Turns Trick

The chains adjusted, a genuine torture test ensued. Slowly, but surely the disabled car began to move, following in the wake of the Essex. And when it reached terra firma there were three surprised men in West Virginia—the Ancient One who accompanied me, the owner of the car to which we lent succor, and the mountaineer who owned the mules.

And it's a pharisaical old deacon to a rum-blossomed "prohibitionist" that the next car any of them purchases will be spelled thus: "E-s-s-e-x."

Proving indubitably that in the wilds of West Virginia lies, submerged, truth that is stranger than fiction.

Chattanooga to Expand

The Marshall Auto Co., Chattanooga, Tenn., has signed a lease for a three story brick building which is now being remodeled and will be ready for occupancy about May first.

Interested Car Buyers Study "Copy" in Advertisements

By A. H. DEUTE

(Reprinted from The Automotive News.)

A FEW weeks ago, we made up our minds to buy a new car and we decided how much we wanted to pay for it. Then came the question of "Which car?"

The family on the brink of a new car is more interested in that potential car than it is in almost anything that appears on the front page of the morning paper. The children even momentarily forget the "funnies" to see if the new car upon which we had about settled was advertised in the automobile section. Every new magazine that came into the house was scanned to see if that particular machine had a page in it, and when the advertisement was found every word of it was read.

And the way in which the particular car was selected might be of interest. Naturally, the whole family was in on the deal. I didn't wake up one morning and have a brand new idea that there would be a new car and, without saying anything, phone the agency at nine o'clock and order the machine. On the contrary, it took weeks and weeks of studying and talking and arguing and planning. It was surprising to realize how much the youngsters, aged seven and five, knew about the various cars and how they seemed to crave technical information. The power of suggestion, the single handsome illustration seemed to give way before deep down facts and intimate description.

People who are investing a sum of money, which is always considerable when motor cars

are concerned, are immensely interested, which does away with the chances that copy may not be read. The family which is to have a new car is, it is safe to say, more interested in a page of reading matter about that car than it is in the President's message. They want information and lots of it. And just as during the period of hesitancy and doubt in making the selection, they want facts, so afterward, while

waiting for the car to come, they crave still more facts.

People today are reading advertisements and they seek them out. It is no longer necessary to have great, scary illustrations which shriek above the crowd of other illustrations. What is needed is facts and straight from the shoulder sales talk.

Hudson and Essex Set Three New Endurance Records

Defying mud, rain and snow-drifts, the result of the blizzard which held Utah in its grip for two weeks early in February, two Hudsons and one Essex established new road records for endurance.

After the storm, Fred Brown, of the Botterrill organization, started from Salt Lake to deliver a car to the Manti Motor Company at Manti. When the journey was completed 150 pounds of mud was scraped from the running board.

During the same blizzard, Lon Clafin drove a 1917 Hudson from Los Angeles to Salt Lake City in forty hours, bucking snow and mud and roads which were declared by many to be impassable.

At the same time, Robert Douglas, a banker of Pocatello, Idaho, drove his Hudson to Salt Lake City in record, despite the fact that snow often obliterated the roads.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MARCH 13, 1920

NUMBER 22

Would You Let Dollar Bills Lay About in Dark Corners?

DID you ever think of used cars as representing so many dollar bills lying around the floor of your store?

Picture this thought in your mind. As long as they repose in dark, out of the way corners they do not work for you.

In fact they cost you money and depreciate in value the longer they are kept.

It would be better to have real dollar bills tucked away in your pocket because, although you would get no interest, they would not cost you money to carry.

Keep your used cars in motion. Clean out the slow sellers, concentrate on the easy sellers. Quick turnover means:

1. More profit without increase in capital.
2. More ready money to handle new cars.
3. Less stock on which to pay insurance and storage.
4. Less depreciation as the result of changing styles and wear and tear.
5. You can sell more cars at a closer margin of profit and still make more money.

TO successfully handle used cars, the cars themselves must be given a chance.

Many dealers who pride themselves upon the attractiveness of their display of new cars, keep their used cars in the darkest corner of the building.

A prospect finds the cars covered with dust and dirt, often with essential parts missing and incapable of being demonstrated. The result is a lost sale or a sale made at a ruinous sacrifice.

Every used car prospect would, of course, rather have a new car, and to appeal to him a car must be in the most attractive shape possible.

The thing to do, then, is to use the same skill in presenting used cars to the public as you do new cars. Do everything to them now that you know your prospect will demand before he accepts delivery.

In other words, do not lose track of a used car when you take it in. Get behind it and push it just as strong as you do any other part of your business. Ask yourself the following questions about your stock of used cars:

Have you ever advertised them or let prospective buyers know that you really have some bargains for sale?

If you have, and a prospect called, was the car in demonstrating condition?

Did the motor run as well as it could be made to run?

Were the tires flat, the headlight glasses broken, lights out of commission or was the car in such condition that the prospect could not buy it if he wanted to?

THE handling of used cars is an essential part of the average dealer's business.

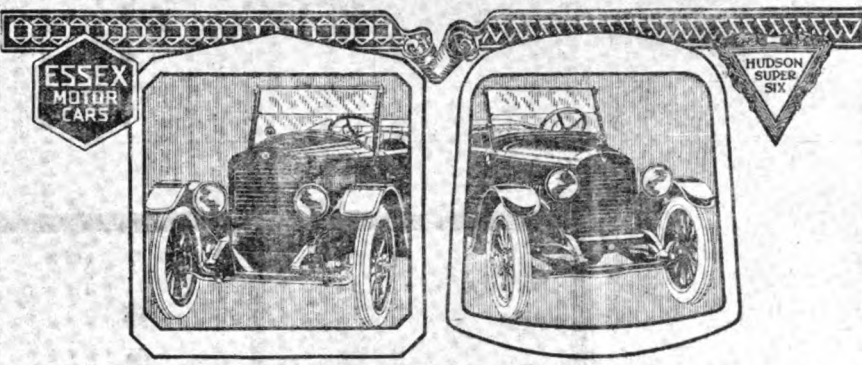
Therefore it is necessary that it be conducted as efficiently as possible because of its influence on other branches of the business.

To regard it as a mysterious "problem" and shove it into a dark corner is as dangerous in a business way as to accumulate a stock of dynamite.

Get yourself sold on the fact that a good used car is a better buy than a cheap new one at the same price and make your place of business a headquarters for good used cars.

Then put the necessary steam behind this so-called "problem" and you will find that it will develop into a profitable business that will increase your prestige and widen your sales field.

This "Ad" Comes from California--Not Japan



ンソドハとスキツセエ
Only Essex Shares
Hudson's Qualities

▲何故エセツキスが五十時間
三千〇三十七哩を走りまし
か實に之はハドソン、スー
シツキスと相比肩すべき
も乃であります

▲エセツキスはシンシナチー
走路に於て五十時間に三十七
哩を飛んだのは米國自動車
社乃看視した處であります

▲又或る時は其間エセツキスは九十四時間廿八分に五千
八百四十哩即ち平均一分間一哩の速で走りました

▲エセツキスとハドソンは勿論全然別型のものであります
然し乍ら其利益の點は双方相比例して居ります、一例を舉
ぐれば冷却器は何んな寒冷な時にも南方共充分其熱を保存
する點が最も満足な點と云へますがエセツキスはハドソン程其
値段が高くありませんが其出来凡ては上等な材料にスーパ
ーエセツキスの方が高いのであります

アノールド
兄弟商會

電話メーソン四三四〇
櫻井第十三街とケー街角

ARNOLD BROS.
13th & K Street Sacramento, Calif. Phone Main 4340
Repairs, Accessories, Tires

YOU can't tell who are prospects and who are not just by looking at them, as this advertisement printed in a Sacramento, Cal., newspaper proves. It is addressed to a class of people who a few years ago would not have been prospects for even a "flivver." But today these people are buying Hudson and Essex cars.

Five-Year-Old Hudson Super-Six Sets New Endurance Record at Los Angeles

CONTENDING against what is said to have been the fastest field of cars ever assembled in the far west, A. H. Patterson's five-year-old Hudson Super-Six captured fourth place in the first race held on the new Los Angeles Speedway.

Driven by "Eddie" O'Donnell, the Hudson's time for the 150 miles was only two and eight-tenths miles per hour less than that of the winner, which covered the course in two hours and twenty-five minutes.

Entered without factory aid of any kind against speed creations this old Hudson racing veteran conclusively demonstrated its endurance by finishing well within the money.

What this means is demonstrated by the fact that nine out of the eighteen starters were forced out of the race by mechanical trouble, so terrific was the pace, while the Super-Six

was conspicuous for its consistency, never missing a shot from start to finish.

This wonderful showing of reliability is but another indication of why Hudson is the world's largest selling fine car.

But What if the 'Plane Falls?

A free airplane ride is being offered to all prospects who place their orders for cars for spring delivery at once by Keyes and Hateley, Hudson and Essex dealers at Dinuba, Calif.

Sales 50-50 at Louisville Show

The Triangle Motor Co., of Louisville, Ky., reports that the actual retail sales at the Louisville Automobile Show totalled twelve cars, six Hudsons and six Essex.

What It Means To Sell Best Advertised Cars in World

DID you ever consider what it means to you to handle the best advertised automobiles in motordom?

Do you know, for instance, that out of all the thirty-five makes of cars advertised in the Saturday Evening Post in January and February, Hudson and Essex occupied just three times the space used by the next most widely advertised car?

In brief, during these two months, Hudson and Essex used just eighteen full pages in the Post while the next largest user of space occupied only six pages. During 1920 there will be a double page spread every week—fifty-two advertisements—which will cost just \$12,000 per issue, which is said to be the largest automobile contract ever placed with the Post.

And that is only one feature of the campaign in the national magazines and farm publications which will reach more than 11,000,000 persons every issue. Hudson was the pioneer and always has been the most consistent farm paper advertiser, but this year the farm field is being covered as it never has been before.

It is hard to estimate what a campaign of this kind is worth to every distributor, dealer and salesman. It not only creates new buyers but keeps the present owners sold and enthusiastic regarding the merits of their cars. Also it puts into your owner's minds additional arguments why they should not only continue to drive but to boost Hudson and Essex cars to their friends.

And so the fact that you represent the best advertised cars in the world not only reduces your sales effort to a minimum, but it is an assurance of future permanency and growth.

Used Essex, 2,326 Miles Old, Brings a Record Price

A new record price for a used Essex was set recently in San Antonio, Texas, when one which had been driven 2,326 miles was sold to Captain Charles Stalsburg, of Camp Travis, for more than its original selling price.

The car was a demonstrator used by Edwin Tobin, sales manager for the Crockett Automobile Co., the Captain insisting on having it despite the fact that he could have obtained a brand new Essex for less.

When this fact was pointed out to the Captain, after the demonstration, he declared:

"No, sir. No other car in the world can be as good as the one in which I have just ridden."

"But that's my own car. I can't sell you that. Besides you don't want it for it has already been driven more than 2,000 miles," objected Mr. Tobin.

"Well, I want that identical car. Nothing else goes," declared the army man.

And so the sale was closed, the captain refusing to believe that anything on four wheels, even another Essex, could perform like the one in which he had ridden.

Driverless Car Kept Running in a Circle in Salesroom

IT was only a driverless Essex moving slowly about on the salesroom floor in a circle, but it attracted hundreds of prospects to the store of A. C. Burton Co., Houston, Texas.

Day and night the car ran while crowds blocked the sidewalk outside and scores of curious followed it in an endless circuit about the salesroom floor.

Without human hand to guide it, it silently continued on its way. Only by listening closely was one able to determine that the motor was running. When visitors had made sure of this fact, they still watched the car for long periods trying to determine what unseen force held it to its trackless course.

The solution of the mystery lies in the fact that the salesroom is square in shape and about 40 feet in diameter with only a single pillar in the center. Now the turning radius of the Essex to the left is 17 feet and 6 inches. To the right it is slightly greater.

After the oil level had been carefully adjusted, to prevent smoking at the exhaust, the engine of the Essex was started, throttled down as far as possible, the wheels cramped far to the left and the grind begun in low speed.

When the car was steady in its course, the driver stepped out and closed the door, while the Essex kept on alone to the amazement of the hundreds of curious who viewed the performance.

The only special preparation made for the feat was the softening of the two inside tires by the reduction of their air pressure. This was done to overcome a tendency shown by the car to creep, thus widening its turning radius. The softening of the tires overcame this entirely.

How Near to 100% Accurate is Your Prospect List?

It is only by continual checking over that a prospect list can be kept effective. Where names of prospects are purchased from a mailing concern, the liability to error is especially great and the names and addresses should be checked over from either a telephone or city directory.

The direct and indirect loss occasioned by misdirected mail is staggering. The New York postoffice alone receives 40,000 pieces of mail without street addresses each day and it supplies 25,000 pieces of mail daily with correct addresses from the city directory. It is estimated that 325,000 pieces of misdirected mail are handled each day in New York alone.

As people resent as rudeness the misspelling of their names, circular letters sent out with wrong names, titles or addresses not only do no good, but actually do harm, because they arouse resentment before they are read and leave a bad impression that is apt to be difficult to overcome. How near is your prospect list to being 100 per cent accurate?

It's Same Girl in Three Places at Once



SOMEbody says that the camera never lies, but just look at this picture. The H. O. Harrison Co., San Francisco, held a style show, or something like that, and then sent on this picture which shows one girl in three different costumes—real efficiency in photography.

Hudson Sedan Ends Rough 6002 Mile Tour of West Without a Single Adjustment

ON July 29, 1919, Mrs. Keating and myself left Dallas in our Hudson Sedan, going to Denver, Colo., then, up to Yellowstone Park, via: Cheyenne, Wyo., where we spent several weeks," writes C. P. Keating, of Dallas, Texas.

"We left the Park by the western entrance, Yellowstone Station, then down to Pocatello, Idaho, thence to Salt Lake City.

"Not desiring to turn east again, we drove to San Francisco, Cal., which was 981 miles from Salt Lake City, mostly over roads that were an endurance test.

"From San Francisco down the ocean's edge to Santa Cruz, and to Monterey, then Los Angeles, taking in on our route most of the old Missions.

300 Miles on Chains

"Leaving Los Angeles, September 29th, we did not use the National Old Roads Trail, as

I was afraid of rains; but drove via Mecca and Blythe, California (92 miles desert, no water), to Phoenix, Arizona.

"We were advised not to go to the Roosevelt Dam, but we did, although it was very bad.

"From Phoenix to El Paso, Texas, via, Lordsburg and Deming, New Mexico.

"It was 801 miles from El Paso to Dallas, and some 300 of this distance was with tire chains on, where we were forced on account of rains and oil fields to make long detours.

"Our total mileage on reaching Dallas for the trip was 6002.

Only Two Tire Changes

"We got about 7500 miles out of the regular stock tires (not cords) and suffered two punctures in Idaho. Our casings would have undoubtedly gone further, but I wanted to avoid any chance of trouble.

"Gasoline consumption averaged about 12 or 13 miles, but in California it was much higher, probably 16 to the gallon.

"No mechanical trouble was encountered on the entire trip.

"This car is our second Hudson Sedan and both Mrs. Keating and myself are thoroughly satisfied."

120-Hour Non-Stop Motor Run Feature of Reading Show

A notable demonstration of Essex dependability and endurance was given the people of Reading, Penn., during the Automobile Show held there from Feb. 23 to 27, inclusive.

For the entire period of the show and for 24 hours thereafter, an Essex, specially marked to attract attention and with a glass hood to show the working of the engine, was driven through the streets on a non-motor-stop run. For 120 hours the engine was operated continuously, day and night.

"The performance of this car could not be excelled," declares I. H. Heydt, of the Heydt Motor Co. "Every conceivable test was given to it during this period, but the car never faltered. One of the drivers made the remark that this same car could be driven to California and back without a single adjustment."



San Carlos Mission, founded in 1770, at Monterey, Calif.

\$28,100 Worth of Used Cars Sold in Single Week

WHEN John Wanamaker started in business, he inaugurated the startling practice of telling the truth and only the truth about his merchandise.

The great merchants of Philadelphia told him that he could not possibly succeed along this line; that "the public liked to be humbugged," etc. But Wanamaker did not believe them. He had faith in his own ability and in common honesty. Every one knows the splendid rewards he has reaped and is still reaping.

It is on this same principle that Hudson and Essex distributors and dealers in every part of the country are building up their own prestige and goodwill and increasing their profits from the sale of used cars. In Columbus, O., for instance, H. J. Schwartz in 1919 sold \$157,342 worth of used cars. His sales for the past three years follow:

1917.....	\$154,406
1918.....	143,188
1919.....	157,342

Guaranteed Like New Cars

Mr. Schwartz advertises that his used Hudsons "are sold under the same guarantee as given on a new car." Every one is completely overhauled and repainted before it is put on the market and so the public has come to look upon these cars as real bargains and they are eagerly snapped up.

The same policy is pursued by Jesse A. Smith who has just closed the most successful used car sale ever held in Milwaukee. Of the twenty-six cars of all makes listed in the opening advertisement of the campaign, twenty-three were sold in a week together with four that were not listed. These cars brought \$28,100 or an average of \$1,050 each.

"The success of this sale," he says, "was due to the fact that it was properly advertised and we had no excuse to offer for the cars on sale. All of the cars were refinished, renickled, new tops were necessary and all of them had good tires and were properly overhauled. We are still getting results from this sale, as we sold four cars in the two days following its close."

Free Storage Offered Buyers

Under the heading of "1,000,000 Unused Miles at Cut-Rate Prices," Mr. Smith in his opening announcement explained the reason for the sale as follows: "Seventy-five per cent of our new car business involves 'trades.' The demand for Hudson and Essex cars is so great that the number of used cars which we must handle during the year will exceed 300. With the new car season opening, and the large number of used cars which will be delivered to us in trade, you can readily see why we now must move the used cars on hand, and do it quickly—and why prices have been cut to such a point as to mean a saving of from \$100 to \$400 on every purchase."

Regarding the condition of the cars, the advertisement said: "When a used car comes to us, the engine, being the real life of a car, is completely overhauled; then the other mechanism is thoroughly examined, worn parts replaced, and all necessary adjustments made; next it goes to our paint shop and it comes out looking like new, being highly finished; nickled parts replaced, upholstery repaired or replaced, if needed, making the car like new in every essential quality."

Essex Victor in Race to File Claim to U. S. Oil Land

Defeating scores of other cars, an Essex won the right to file the first notice on a section of government oil land near Choteau, Montana.

The occasion of the race was the signing of the Oil Leasing Bill by President Wilson on Feb. 25th. This threw open a tract of govern-

O, Yes! They're the Most Popular Fine Cars to be Found in South America, Too



THIS looks something like a cathedral, but instead it is the beautiful home of the Hudson and Essex at San Paulo, Brazil. The circular windows are guarded by wonderful wrought iron gratings while the same master-craftsman has designed the decorations at the top of the building. Every facility is provided in the structure for both sales and service.

ment land which was considered valuable because of its oil possibilities.

Throughout that section of Montana, great preparations were made to invade the tract as soon as it was opened so as to obtain the most valuable locations. It was a case of first come, first served, so a young attorney who wished to file a claim enlisted the aid of Dr. H. J. McGregor, an Essex owner.

When the word came that the bill had been signed, the race began. The Essex was the first car to reach the tract, covering 20 miles of snow-covered roads in 36 minutes. The attorney filed his notice, thereby gaining oil rights which may be worth a fortune.

Fire Chief Picks Hudson



ALTHOUGH the money had been appropriated for a much costlier car, the simplicity, strength and endurance of the Hudson resulted in its selection by the Worcester, Mass., fire department. The car is finished in fire engine red and has a large bell on the cowl and a permanent cut-out set into the exhaust pipe. The chief of the department is greatly pleased with the appearance and performance of the car, the sale of which was closed by the Henley-Kimball Co.

1916 Hudson Covers 20,198 Miles on \$23.32 for Oil

"The service given by the Hudson Super-Six I purchased in 1916 has been so constantly reliable, regardless of weather, distance traveled or extreme seasonal conditions, that I feel some tribute is due to the car," writes W. H. Parmenter, Toledo, O.

"There has never been a time since the car came into my possession when it was not ready to go on the instant and did go any distance I desired, unfailing in every function. I never once have been compelled to stop because of any trouble with the engine or other driving mechanism. Neither have I ever met with a situation that exhausted its power.

"I have driven this car personally almost its entire mileage of more than 20,198 miles which includes a good many long tours encountering plenty of severe tests of hard road conditions. One of these journeys last season of 2,500 miles, largely over high mountain grades, was accomplished throughout without trouble or difficulty of any nature."

During these four years Mr. Parmenter's expense for replacements has totalled just \$22.44. The upkeep, including inspection, taking apart, adjusting parts, removing carbon, grinding valves, labor tips, cleaning, has cost \$153.57. The oil used has cost \$23.32.

But He Drives the Hudson

Charles E. Bunscomb, publisher of the Berkeley Daily Gazette, Berkeley, Calif., has his third Hudson and now owns two Hudsons and another car costing more than \$5,000, but "I drive my Hudson Sedan in preference to anything else," he says.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MARCH 20, 1920

NUMBER 23

How Green Dealer's Energy Overcame Every Handicap

A DEALER in a thriving mid-western town had been doing a hand to mouth business for several years.

His salesroom looked like an untidy curiosity shop, but this could not be seen from the street, for the windows were too dirty.

One of his proudest boasts was that he had been in the automobile "game" for eight years and therefore knew all that was to be known about it.

Then a young farmer came to town with nothing but \$10,000 which he had just inherited and a tremendous ambition to sell automobiles.

The dealer met the inexperienced farmer and separated him from the \$10,000 in return for a practically worthless stock and a lease held only on a monthly basis.

The purchaser in addition, however, succeeded in having transferred to him the Hudson and Essex franchise which had been held by his predecessor.

"A clever transaction," thought the ex-dealer, for he was sure that the farmer would soon fail and then he would have no difficulty in winning back the franchise.

THE former farmer, though, was blissfully unconscious that he had obtained anything but the greatest bargain in the world.

All he knew was that he was the proud possessor of a \$10,000 business, because that was what he had paid for it.

Having no handicap in the way of preconceived prejudices to overcome, he rolled up his sleeves and literally proceeded to mop up, for the very first thing he did was to scrub out his salesroom from top to bottom.

Then, he turned all of his attention to selling

cars and in a single month sold more than his predecessor had in a whole year.

Realizing his lack of experience, he was only too glad to avail himself of the assistance and advice offered by his distributor.

As sales steadily increased, he leased a spotless, new salesroom, opened a service department and steadily began to build up an enviable reputation for courtesy, fair dealing and for taking care of the interests of his owners.

Day and night he worked with tireless energy, surrounding himself with an atmosphere of achievement, and at the end of a year was acknowledged to be the leading dealer in his community.

WHAT success I have had," he declares, "is due to the Hudson and Essex franchise.

"That franchise is like a gold mine, for even gold, you know, must be mined before it can be coined into wealth.

"My predecessor was too indolent to grasp the opportunity presented by his franchise, and so gave it up without ever having realized its value.

"Neither, however, did I appreciate its worth until I actually got busy in an effort to capitalize on the investment of all the money I had in the world.

"So my success, which has been far beyond my anticipations, is due more to the intrinsic value of my franchise than to my own efforts, for, if the gold had not been there, all of my efforts would have been in vain.

"It would be hard to tell what that franchise means to me now, for it represents more than money—a constantly widening opportunity for permanent growth, success and achievement.

Cardinal Gibbons' Niece and Her Hudson



MORE women are driving Hudsons today than any other fine car—a notable tribute to its beauty, distinction and ease of control. One of these, Miss Claire Gibbons, of New Orleans, is shown in the above picture. Miss Gibbons is a niece of Cardinal Gibbons and never tires of praising the dependability of her Hudson.

Letter During Critical Period Helps to Close Sales

The following letter is sent by the Hudson-Brace Motor Co., Kansas City, to all prospects during the time of solicitation.

In going over our prospect file I find your name as a possible purchaser of one of our cars. If a favorable decision is made, I want to assure you in advance that we will do everything in our power to warrant that confidence which you place in us when buying our product.

1. All motor cars are being better built—some are more highly refined and more reliable than others. The shrewd buyer today, in considering a purchase, is looking very carefully into the following factors—

Is the car built by a factory that is strong financially?

Are they producing a volume that will permit them to give a buyer the greatest value?

What is the reputation of the local concern from whom he purchases, their willingness and responsibility?

Everyone in this institution will be interested in your decision, and their purpose at all times will be to make our business relations pleasant if you give us that opportunity.

This letter is signed by W. J. Brace, President of the Company, and has proved of assistance in closing sales.

Essex Proves Ideal Car For Use of Business Men

A firm which recently purchased several Essex to replace cheaper cars reports that each salesman's sales have since increased from 10 to 25 per cent without any increase in selling expense because of the greater amount of territory each man was able to cover without fatigue.

Another firm whose salesmen have been using the railways and interurbans in making smaller towns says that since the purchase of several Essex a few months ago each man has been able to make from five to seven towns a day where before he made from one to four.

In both cases the Essex presented special advantages in the way of enabling the salesmen to carry a full line of samples and demonstration accessories. In addition, its quick

IT would be thought a hard government that would tax its people one-tenth part of their time to be employed in its service, but idleness taxes many of us much more.
Benjamin Franklin.

getaway, speed in covering territory, both city and country, wonderful economy and dependability have proved invaluable assets wherever put to commercial use.

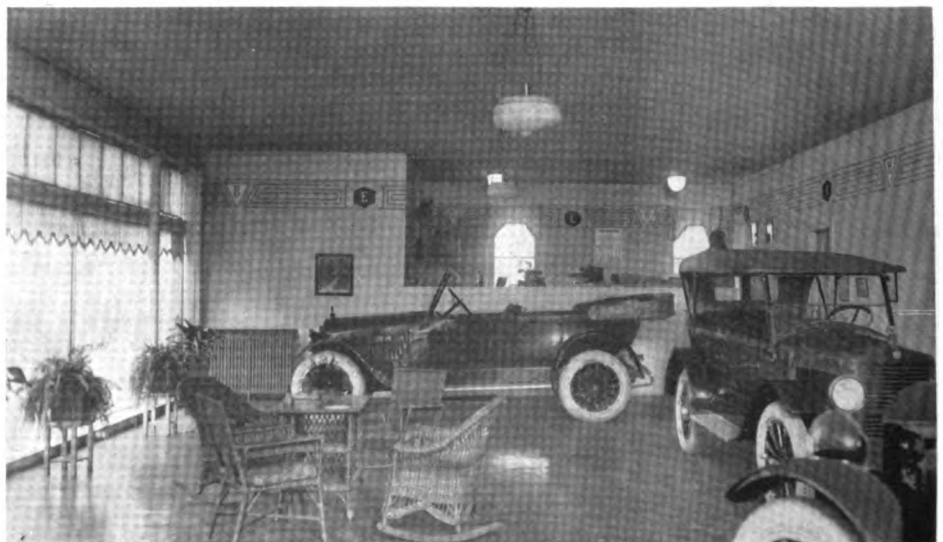
Would Run Autos Over Rails on Flanged Wheels

THE details of a unique plan to solve the present freight car shortage are being worked out by G. W. Jones, of the Hudson-Jones Automobile Co., Des Moines, Ia., with the co-operation of traffic and engineering officials of the Rock Island Lines and the Michigan Central who see in it the possibility of saving some of the immense revenue now being lost to the railways through driveaways.

Mr. Jones proposes to run automobiles over the railway tracks by equipping them with flanged wheels, slightly smaller in diameter than the regular wheels. Eleven automobiles would be coupled together, the first one being used as an "engine" and providing the motive power for the "string." The auto train would run as the second section of a regular freight train and would carry a conductor to comply with the Interstate Commerce rules.

The Michigan Central, it is understood, has agreed to route such a train over its tracks for 80c per train mile which is considerably less than the regular freight charges. At the end of the trip, the flanged wheels would be removed and shipped back to the factory to be used again, just as tarpaulins are now.

The advantage of this plan from the railway point of view is that it would require no additional equipment and would enable the roads entering Detroit to continue the stupendous earnings they have been receiving from the automobile industry by utilizing their rails which are now in use only .96 per cent of the time.



THE Hudson and Essex is the most coveted franchise in all motordom. The symbol of that franchise is the White Triangle and the Red Hexagon. Realizing the value to him of the prestige associated with these trade marks, D. B. Houston, of the Diamond Motor Car Co., St. Joseph, Mo., has incorporated these emblems in the decoration of his salesroom, which is one of the most attractive stores to be found anywhere in Missouri.

Here's Some Real Sales "Dope" on Hudson Depreciation

"It is a fact well known to Hudson dealers everywhere that the depreciation of the Super-Six is much less than that of any other make of car in its price class," writes G. W. Bammann, of the Manchester Auto Garage Co., Manchester, N. H.

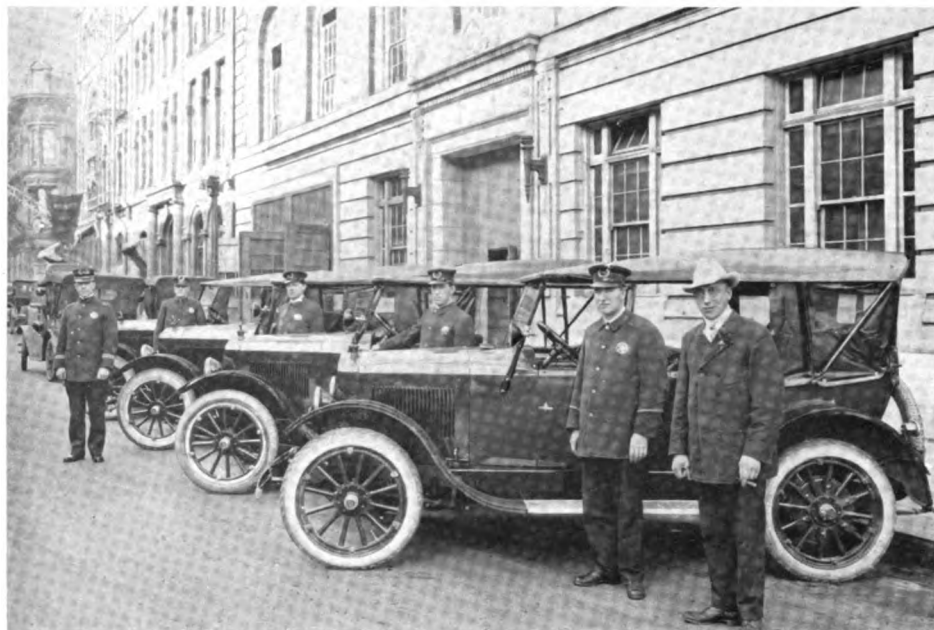
"There are a large number of prospects, however, who fail to be influenced by this argument unless supported by some proof from an unbiased authority. Such prospects should be referred to the National Used Car Market Report published by the Chicago Automobile Trade Association.

"Taking the most popular and best selling cars listed in this report (Fords eliminated) and figuring the depreciation on 1916, 1917 and 1918 models on a basis of the list price when sold and the Boston zone appraisal proves that the Hudson shows less depreciation than any other car of its class and is second only to one costing about one-half as much."

The list as compiled by Mr. Bammann includes all the popular makes of cars from the Ford up to the \$4,000 classification. The Essex, of course, is excepted. The figures given are so striking that they should provide wonderful material for any salesman, especially in selling cars for commercial use, where the cost of operation is a vital factor.

This is especially true as it has been proven that the cost of operating cars for commercial purposes ranges as follows: Repairs, gasoline, tires, depreciation, oil and grease.

All Other Cars Outdemonstrated in Test



THIS story can very well be told in the words of the report of the City Council of Portland, Ore., by the City Purchasing Agent in which the purchase of four Essex touring cars for the Portland Police Department was urgently recommended in the following terms:

"To the Council—Gentlemen: Your purchasing agent, to whom was delegated authority under ordinance No. 36633 to advertise for four five-passenger automobiles for the Bureau of Police, begs to report that the bid of the C. L. Boss Automobile Company for four five passenger cars for the sum of \$1695 each, making a total of \$6,780, less allowance on three old cars of \$1510, making the net bid to the city \$5270, be accepted.

"Your purchasing agent further states that a commit-

tee was appointed to investigate and determine which cars were best adapted for the purposes intended. The committee was of the unanimous opinion, based on the demonstration under such tests as speed, power, getaway and general running conditions, that the ESSEX CAR OUT-DEMONSTRATED ALL CARS TESTED. Also, they feel that the Essex car would be best adapted for general police work.

Respectfully submitted,
S. C. PIER,

Purchasing Agent of the City of Portland."

That tells in the plain, uncolored way of official reports how four Essex cars came to be purchased by the City of Portland for the Police Bureau. "They out demonstrated all cars tested," as the report declares.



The Essex in Japan

What They Say About the Essex

My Essex is perfectly satisfactory for either tours or short trips. It is wonderfully easy to handle and is continually being complimented by my friends for its comfort and appearance.

—J. M. SWEENEY, New York City.

After owning and driving more than thirty cars in the last twenty years, I can conscientiously report that the performance of my Essex Sedan which has now been driven 7,500 miles, is entirely satisfactory. It has been reliable, economical to operate, and rides very comfortably. I consider it the best value offered in the automobile market today.

—H. G. GURNEY, New York City.

My Essex Sedan has been driven 1,900 miles since October, has been very economical on gas and tires and has not given the least trouble in running or starting, which I con-

sider very good owing to the past performance of the last three cars which I have tried to keep running during the winter. Owing to the scarcity of cars, I would not sell my Essex for \$500 more than I paid for it, as it meets every requirement with the utmost satisfaction.

—R. M. LAING, Maurer, New Jersey.

I have had my Essex a year and am thoroughly satisfied in every respect with its performance. I have made several trips with it through the Catskill Mountains, and on these trips found that I was getting a gasoline mileage slightly better than twenty. Also I was able to take any hill which I encountered on high gear. Outside of having the carbon removed once, I have sustained no expense for repairs.

—C. C. SIMPSON, Great Neck Sta., L. I.

Buying Right First Essential to Success in Used Cars

By G. H. MORIARTY,

Wholesale Manager Lambert-Hudson Motor Co.
Washington, D. C.

YOU cannot sell right unless you buy right.

That fact is the very foundation of success in handling used cars.

And if you do not sell right every sale will not only injure your prestige, but rob you of an eventual prospect for a new car.

It is either a lack of understanding of this basic principle or a failure to put it to work that has caused used cars to be looked upon as a liability rather than an asset.

The time to solve this so-called problem is the very moment the prospect rises to remark:

"How much will you allow me for my old car?"

Nine times out of ten this is his first question after asking the price of the new car upon which he has set his mind.

It is right here that many dealers make their fatal mistake. Figuring that the sale is closed, perhaps, they begin to figure on the allowance to be made on the customer's old car and then the prospect becomes the salesman and the dealer the prospect and the battle royal is on.

Sell Before You Buy.

There is only one safe course in such a situation: Sell your customer first on your own car. Sell him on the exclusive advantages of your proposition. Sell him on every detail and sell him hard. Then and then only is it safe to take up with him what he is to be allowed on his old car. Having been thoroughly sold, he will be in the mood to listen and will not be so disposed to bargain.

When he advises you that his car is worth \$700 when you really know that its market value is not over \$500, don't anger him by entering into a profitless argument—and all argument is profitless. Just explain that while his car probably is worth \$700 to him, its market value to you is only \$500, and that, therefore, that is all you can allow.

While he is handling cars like the Hudson and Essex, no dealer need be afraid to say "No," for fear of losing a sale when a prospect is unreasonable.

Here's Some Sport News

The Essex basketball team, of Peru, Ill., has won the championship of northern Illinois, having won eleven games and lost five. The manager is Matt Knauf, Essex dealer at Peru. "Essex stands for 'Champion' whether it is in basketball or motor cars in our town," observes Knauf.

This Looks Like Old Times -- But There is Nothing in the Keg But Tickets



THE American Legion recently held a contest for a Hudson Super-Six Sedan which was purchased from the H. O. Harrison Co., San Francisco. During the contest they used the Harrison salesroom as headquarters, the

contest attracting great crowds of persons, many of whom were prospects for a Hudson or Essex. That keg about which they all seem to be crowding in the manner of a by-gone age is filled only with tickets for the contest.

The Value of Smiles

MANY people take themselves too seriously. They smile seldom and go around with a continuous frown.

But there is no commercial value in being sour, while the honest open smile has a high commercial value. One can't do business with any degree of satisfaction when they look and feel like the small boy who realizes that he will not be able to see the circus.

The greeting of a pleasant smile and a pleasant word is the honey that catches both friends and business. Don't be a frowner—it doesn't pay.

350 Prospects in Week

Eight Essex were sold in a week by the H. O. Harrison Co., San Francisco, to persons whom they had hitherto not heard of as automobile prospects as the result of a special display held February 21st to 28th. In addition they obtained the names of 350 live prospects. Only two Hudsons were sold during the show because of the inability to make any kind of a promise on delivery. In the week following the show, three additional Hudsons were sold, two of them as a direct result of the exhibit. Two thousand invitations were issued for the show.

Making Good Every Day Clears the Road to Success

THERE is a moral for every salesman in the career of Charles W. Patterson, who has just been made president of Austin, Nichols and Company, one of the world's largest business enterprises, capitalized at \$30,000,000.

Patterson began as a grocery salesman. In those days he acquired the habit of doing successfully his daily work. Fortunately for him, he was never what is called a brilliant salesman. He was what is known as the plodder or "steady performer" type.

Not having any false delusions as to being a born business getter, Patterson used to pound out of each day what each day owed him. He did not trade on the hope of what the future would bring. He made good every day—every week—every year. When he started out in the morning he had a clean slate. He was not hog-tied with a record for non-performance that had to be offset.

Even the best salesman can learn something from what Patterson has done. Just as he progressed by pointing his nose in one direction and repeated the process of continually putting one foot in front of the other, so can any salesman, regardless of what he is selling, progress. Business is seeking the man who is a constant day-in-and-day-out producer of results. It pays but passing attention to the once-in-a-while.

Brilliant men may have their place in this world, but in business they are too often so busy basking in their own brilliance that they have no time to attend to anything else. The price of success is the willingness and capacity to put forth untiring, intelligent effort—not once in a while, but *all the while*.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MARCH 27, 1920

NUMBER 24

Keep Your Mailing List Alive to Pave Way for Future

FIVE months ago one of the foremost American citizens was killed in an airplane accident.

Who was it?

The public has forgotten already, because his name was not kept before them.

How long would it take the public to forget you?

Don't bank on the public's memory. Don't be afraid to keep on telling the world of what you have, even if you are oversold.

Don't take it for granted that the public knows all about you or your cars. Few of us know enough and many of us never know anything.

Advertising is the heart beat of business. If you stop a man's heart he dies. If you stop advertising business dies.

Keep your present owners enthusiastic—keep possible new prospects interested. You will have to sell cars tomorrow on the good-will you plant today.

ONE distributor estimates that 70 per cent of his sales come from prospects on his mailing list, which totals 8,000 names, classified as follows:

- 1.—Active prospects on whom the salesmen are working.
- 2.—Dormant prospects who will be in the market at some future date.
- 3.—Special names classified by size of incomes.
- 4.—Record of sales lost.
- 5.—Owners classified by models.
- 6.—Old car owners.

Then all of these names are again classified alphabetically in a card index which enables duplicates to be discovered instantly and removed.

The minute the salesman obtains a name it is put on the mailing list and the prospect receives four special letters at intervals of from two to three days during the period of solicitation.

At the end of that time his name is transferred to either the Record or the Owner's file.

Those who have not been sold still continue to receive three or four letters a year while those who have become owners are kept informed of new models or sent service information at regular intervals.

In the fall owners of open cars receive letters calling their attention to the convenience and comfort of enclosed cars for winter use, and in the spring closed car owners are circularized on open models.

The most important of all these lists, however, is that containing the names of owners who have had their cars for two years or more. Letters are sent to these owners every two weeks or at least once a month.

In point of actual sales the letters to old owners have proved the most productive of any of those sent out, which shows the importance of keeping closely in touch with your customers, who may be getting ready to buy again.

THE first step toward business is acquaintance. Every time you send a circular letter to a prospect or an owner, your acquaintance with him becomes more real and intimate.

In other words, your letters establish a business friendship which it would be very difficult for a stranger to sever.

In addition, they prepare the way for the visit of the salesman, build up prestige, thaw indifference into interest and interest into business.

Advertising provides a tremendous weapon that every distributor and dealer should be practicing with today and sharpening through experience.

The cost is little compared to the results, whether the territory is large or small, and besides, using circular letters now is wise merchandising strategy, because they will pave the way for future expansion.

Worried? Look at Their Smiles. They Know What Hudson Endurance Means



BETTER than 100 miles an hour for 250 miles.

That sums up in one sentence the wonderful record made by Arthur Patterson's five-year-old Hudson Super-Six Special in the big race on the Los Angeles Speedway.

Contending against the fastest field ever assembled in the west, Eddie O'Donnell drove this old Hudson into the fourth place, his average speed being only 2 8-10 miles per hour below that of the winner.

Only new and specially built racing machines costing over \$10,000 each finished ahead of the Hudson, while the pace was so hot that nine out of the 18 starters were forced into the pits.

The picture shows "The Smiling Eddies"—Eddie O'Donnell, driver, and Eddie Hefferman, mechanic, before the start of the race.

Essex the Choice of Steel and Auto Parts Experts

"IN making a recent survey of Essex sales closed since January 1st," writes H. M. Hogan, Manager of Sales for The Schlemmer and Graber Co., Hudson and Essex representatives in Canton, O., "we were most agreeably surprised to learn that a big percentage of Essex cars are going into the hands of engineers and the heads of various departments in the different steel and automotive parts plants in Canton and vicinity.

"As you perhaps know, this is quite a steel mill center. We are highly pleased at the class of Essex buyers, for men of this type surely know good automobile construction when they see it. In fact a spring manufacturer walked into our salesroom the other night and told us to have an Essex ready to deliver to him the following morning. He said that it was not necessary to explain the Essex to him as he was already sold.

"Another interesting fact we discovered in this survey was that over 75 per cent of the people to whom we have delivered Essex Sedans are also the owners of high priced eight and twelve cylinder cars.

"When people with unlimited means, steel makers and auto parts engineers pick the Essex as their choice of all the cars on the market, it sure makes us feel that we are offering the public the best there is in motor cars.

"Business never was so good as it is today."

Hudson Wins Race to a Rich Borax Claim in West

Racing against two other parties to be first on the ground at the discovery of a wonderful deposit of high grade borax, H. L. C. Crouch of Los Angeles, Calif., recently made a phenomenal drive to that vast region of sand and rocks northeast of Barstow.

On this trip he drove 342 miles in less than half the time taken by the other fellows and got 18 miles to the gallon of gasoline. He attributes much of the saving in time to Hudson ability to negotiate Cajon pass to its miles high summit on high gear and its further ability to plow through the sand of the desert without decreasing momentum.

Crouch says that borax is now \$40 to \$50 per ton and the new deposit will undoubtedly yield a fortune to its owners.

Auto Men Seek Freight Car Relief in Washington

J. S. Marvin, general traffic manager of the National Automobile Chamber of Commerce, headed a delegation of Detroit automobile men that left Detroit early in the week to seek relief in Washington from the present serious freight car situation.

Under government control cars of any road were used indiscriminately, but since March 1, the new service rules require all freight cars to be returned to and used by the owning roads.

The railroads are reported to have found their equipment scattered. As an example, the Michigan Central owns nearly 14,000 cars constructed with wide doors for automobile shipments. Only five per cent of these are now in the possession of the road.

As a result, what cars are received in Detroit must be loaded and sent to such points as will return them to the roads which own them. So while a gradual improvement in the present situation is to be expected, even the coming of summer holds no hope that any factory will obtain enough equipment to ship all of its output.

Those accompanying Mr. Marvin are W. H. McCloud, traffic manager of the Buick Motor company; P. G. Findlay, Dodge Bros.; George Main, Cadillac Motor Car Company; E. N. Hodges, Hupp Motor Car Company; C. J. Scharff, Chevrolet Motor Company, and W. G. Dibble, Hudson Motor Car Company.

Climbs Mountain in High

W. P. HAYES, a Chattanooga, Tenn., owner reports that he has driven his Essex Sedan up Lookout Mountain in high gear with five people in the car. The mountain is a rise of 1,700 feet above the city of Chattanooga in a distance of three and one-half miles. Tourists usually reach the top of the peak by a cog-wheel railroad.

Touring Limousine Stays New

"The Touring Limousine which I have now had over a year with a total of something over 12,000 miles has given me excellent service," writes E. R. Yarnelle, of Phillipsburg, N. J. "I have never had a car of any make hold up so well."



THIS is a night view of the opening display of the Quig Motor Co., Inc., of Easton, Pa. The building is two stories in height and covers an area of 14,740 square feet. The salesroom has wide, spacious windows affording a glimpse of the handsome red tile flooring. The structure is notable not only for its beauty and convenience but also for the facilities afforded for taking care of the needs of both prospects and owners.

THE HUDSON TRIANGLE

Who Is the Most Successful Dealer in the U. S.?

ONE candidate for that unique distinction is Thomas Wallace, of Longmont, Col.

Although the population of Longmont is only 7,000, Wallace points with pride to 70 Hudson and Essex owners in his territory—A PROPORTION OF ONE CAR TO EVERY ONE HUNDRED PERSONS.

He bases his right to the title of being the most successful dealer on the claim that he has sold more cars in proportion to the population of his territory than any other dealer in the country.

In other words, Wallace does not measure success by brute size but by the extent to which a man has realized on his possibilities. He believes that a small territory intensively cultivated is more profitable than a large territory allowed to go to seed.

Wallace makes it his business to know everyone in his territory and seeks not only to fill their needs but to ANTICIPATE THEM. He knows when a man will be able to buy before the man himself realizes the fact and often will start to sell a prospect months or even years before that prospect is actually in the market.

Hard work is his only recipe for success and he thinks it no hardship to don a suit of overalls and run a tractor for a farmer for a few hours in order to sell the man a car.

Sold Out a Year Ahead

"We cannot get enough Hudson cars to be able to keep one to show or for demonstrating," writes the Durham Buggy Co., of Durham, N. C. "We have already sold every Hudson our contract calls for this year." The Durham company has just opened a new building of reinforced steel and concrete which has 50,000 square feet of floor space.

Its Beauty and His Art Win the Plaudits of All in Fort Worth Auto Parade



AND the Essex won, as usual. This time it captured the first prize, a silver loving cup, awarded to the most beautiful car in the big auto parade at Fort Worth, Texas. The victor, shown at the top, was entered by Fain-Bender Motor Co., and was decorated by Fred Bender.



The second prize, another silver loving cup, also was won by the Fain-Bender

Co., for the largest number of cars of any one make in the parade.

How One Distributor is Building Up and Strengthening His Organization

"WHEN I picked up the March 6th issue of The Triangle, it occurred to me how timely was the article on the front page headed: 'Scup or Scod?'" writes A. S. Brodhead, wholesale manager for Tom Botterill, Denver. "It expresses exactly what we have been trying to do for some time past—strengthen our whole organization, eliminate all the weak spots, and get our feet firmly on the ground.

"We have recently added to our organization, H. M. Francher, in the position of treasurer. He comes to us with a very extensive experience in industrial organization work. With his aid, we are carefully going

over every department, analyzing it, all the forms needed and trying to pick out the weak spots. In other words, we are trying to put the business on a more efficient basis in each department.

"We have formed an executive committee which meets weekly to discuss our policy. We have our organization chart and back of the organization chart is a written organization record in which is recorded the function of every member. The proper procedure is described for practically every conceivable operation that goes on within this house.

"Along the line of strengthening our sales organization, we are conducting an educational campaign at our weekly sales meetings. Each week a new chapter of the history of this organization is given to the salesmen. The growth of the organization since its inception has also been illustrated in diagramatic form. As soon as we complete the history of the Tom Botterill organization, we expect to take up the history of the factory, impressing the salesmen with the gradual and consistent growth from the small beginning to its present magnitude."

Hudson Proves Best Drawing Card in Newspaper Test

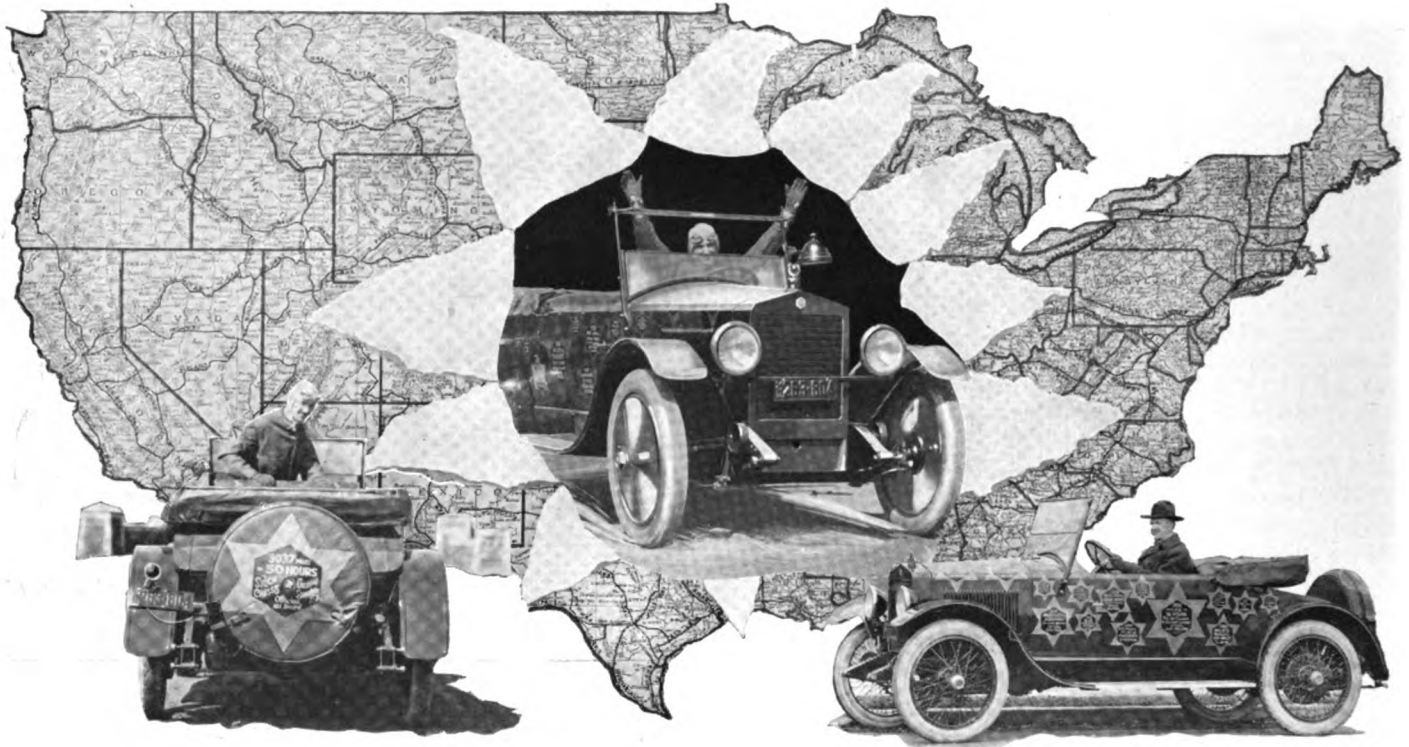
The St. Paul Daily News conducts a semi-annual subscription campaign in which they give away automobiles and other valuable allurements, such as a trip to the European battlefields, for the largest number of subscriptions.

This year the first award was a Hudson Super-Six which was purchased for the full list price from the Twin City Motor Car Co. Judged by actual results, this was the most successful premium they have ever offered, according to the circulation manager.



WHEREVER you may go in the wide world—whether it be under the Lone Star of Texas or the blazing Southern Cross on the other side of the equator—you will find Hudson and Essex leadership unquestioned. This picture shows the winner of the 1920 Carnival at Caracas, Venezuela. It was entered by Estaban Balleste, Hudson representative at Caracas.

Hello, Folks! I'm 'Dave' Lewis! This is My Essex and We're On Our Way to Texas.



DRIVING an Essex Roadster covered with golden stars, each one of which represents an Essex record, "Dave" Lewis, the noted racing driver, left Detroit last Sunday to drive overland to the Mexican border.

Lewis will make no effort to set a record for speed on the trip as he is scheduled for more than a hundred stops in cities and towns along the way.

His route will lead through South Bend, Ind., St. Louis, Mo., across Kansas to Oklahoma City and then South to Dallas, Texas.

Lewis is one of the most widely known and fearless of the younger generation of racing drivers. His most recent appearance was on the Cincinnati Speedway, where he drove the stock Essex chassis which set a new world's long distance endurance record.

Essex Used to Chase Coyote in Big Kansas Pasture

A race between a coyote and an Essex may not sound very thrilling—but then perhaps you don't know that when a coyote throws 'er into high and steps on its own tail the speedometer is registering about 50 miles per hour.

And then a coyote is no respecter of roads—he just naturally seems to have a leaning toward the open country—the rougher the going, the better he likes it. But the coyote in question picked the wrong adversary when he challenged the Essex being driven by Fred Hyames, Essex dealer at Dighton, Lane County, Kansas.

The race took place in one of those large pastures for which Kansas is famous, where running room is great and fences are not to bother a speeding Coyote chaser. The Essex swooped down on the fleeing animal, being compelled to attain a speed of about 40 miles an hour to keep up with it. Round and round the car and the animal went, Hyames keeping on the outside to herd the coyote into the center of the pasture.

After chasing the coyote for at least ten miles, he was still going strong at about 25 miles per hour. Time after time the car was wheeled in a twenty foot circle and turned to counter some new dodge of Mr. Coyote. But the chase went on and on until the coyote was completely exhausted and then the fleet little

Essex Sedan Sells for More Than List Price After 1,860 Miles

COMMENTING on the story in The Triangle regarding the sale of an Essex demonstrator at San Antonio, Texas, for more than the list price, the Twin City Motor Car Co., of St. Paul, writes as follows:

"This company recently sold an Essex Sedan, driven 1,860 miles, for \$60 more than the delivered price. The car, however, had been painted a maroon color by the original owner."

Essex passed over the animal and the race was over.

Hyames took the victim to town with him and is having it mounted. When exhibited it will be labeled, "Lost out on high," or some other suitable title.

YES SIR! Pushing a business is like pushing a freight car—there's no place for the bird that wants to ride.

Note Explains Cash Service Plan to New Owners

To eliminate the possibility of any misunderstanding regarding service, the following letter is sent to each new owner within a few days after his car is delivered by the Hudson-Brace Motor Co., of Kansas City:

For your information and so that there will be no misunderstandings we wish to say that on April 1, 1917, we placed our service department and stockroom on a cash basis.

We did this in order to obviate the necessity of increasing our prices due to the heavy increase of labor costs and the incidental expense of doing a credit business. We felt that it was far better to ask the customer to pay cash and thus save him considerable money rather than remain on the old credit plan.

This cash system was decided after canvassing our entire owner list and has worked out to be most successful and has met with instant and hearty approval from practically all of our customers both new and old.

We take this opportunity of calling your attention to this cash basis so that you will understand why we are operating in this way.

10,301 Miles in Model O

In a tour through 23 states covering 10,301 miles in a Hudson Super-Six, Model O, A. E. Schenck, of Baltimore, Ohio, reports that he averaged 16¼ miles to the gallon of gasoline and used 16 gallons of oil. The cord tires with which he started the trip are still on the car.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, APRIL 3, 1920

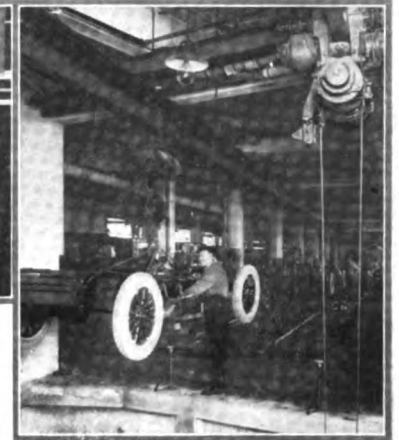
NUMBER 25



Chassis assembly



End of final assembly lines



Lift to second floor

New Lines Help Increase Hudson Production

MORE than 85,000 Hudson Super-Sixes had moved down the old final assembly lines to waiting owners.

Then, after five years of ceaseless activity, the flow of cars suddenly stopped one day early in March and the chain, which extended clear across the front of the factory on the second floor was torn up.

But production never halted for a single moment. The steady flow of cars to the shipping dock continued unchecked, for only the course of the current had been changed, new lines replacing old, without the loss of a single car from production which is constantly increasing.

The new Hudson chassis assembly lines, two pairs of chains 700 feet long, now extend down one wing on the first floor of the main factory. The final assembly lines, also two pairs of chains 400 feet long, run down the same wing on the second floor.

Moving thirty-three inches an hour, the capacity of these chains is 150 cars every eight hours. From the time the frame starts on its

journey down the chains until it rolls off under its own power, its movement is only interrupted once, when it is lifted by a crane from the chassis to the final assembly line.

As one example of the efficiency of the new lines, the use of movable trucks has been eliminated, the cradles on which the chassis are carried along on the chains being brought back under the floor from the end of the lines to their starting point.

When the completed car rolls off the final assembly lines, it is filled with gas, oil and water, cranked by its own starter and driven under its own power over an enclosed bridge, 150 feet long, which crosses three railroad tracks, to the shipping dock.

In manufacturing efficiency, economy of space and facilities afforded for fine workmanship, this installation represents the last word in scientific factory management, many of its exclusive features being designed and built by Hudson engineers.



On way to the dock

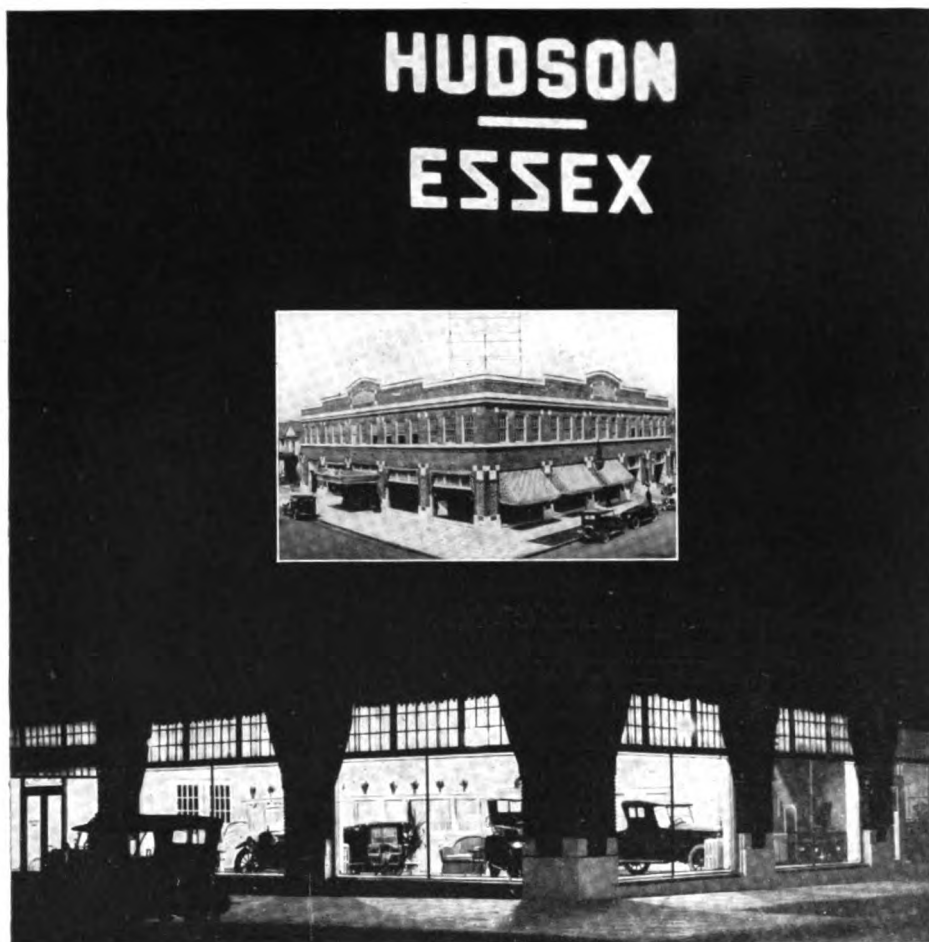


Overhead bridge to shipping dock



Start of final assembly

Blazing Through the Night Where All May See--The Sign of ACHIEVEMENT



THIS is a day and night view of the new building of the Bacon-Ryerson Co., Jacksonville, Fla., one of the most beautiful and completely equipped automobile palaces to be found anywhere in the country. The great electric light sign high over the structure can be seen in all parts of the city at night. The building itself is centrally located and is occupied on a long term lease.

Georgia Governor Uses Essex Sedan on State Tour

HUGH M. DORSEY, governor of Georgia, recently made a four day tour of a part of the state in an Essex Sedan to urge the organization of the Georgia Cotton Bank and Trust Corporation.

Gov. Dorsey is the owner of a Hudson Sedan and therefore was predisposed to favor the Essex as a first cousin of his own car. But he repeatedly declared he never would have believed the Essex could approximate so closely every performance of the senior in the family.

The Essex used by the Governor was supplied by the Grant-Waters Co., who took this means to drive home to the farmers of one of the richest sections of Georgia that the Sedan is as much of a road car as it is a city car.

William Morriss is Building Largest Store in Texas

William Morriss is building a new Hudson and Essex home in Dallas which will be the largest building in Texas devoted exclusively to the display and care of automobiles, when completed. The location is on Ervay at Cadez.

The building will have 100,000 square feet of space, will be of fireproof construction throughout and will cost approximately \$300,000. Inclined planes will lead from the ground floor to the upper stories and every facility to economize on time and labor will be installed.

"We expect to have a building that will be worthy of the Hudson and Essex line in both appearance and facilities," Mr. Morriss writes.

80,000 Miles in Stage Service

Tom Davis, who drives a stage service in El Paso, Texas, bought his Hudson Super-Six in July, 1916. Since that time it has covered 80,000 miles in the rent service running day and night. Think of it! Eighty thousand miles is almost three times around the world, and yet Davis recently sold his car for \$1,000, which means that he drove this distance for a net depreciation of \$600, for he originally paid \$1,600 for his car. Of course he immediately bought a new Hudson.

Owner Pays Tribute to 1912 Hudson Still in Service

"I believe my 1912 Hudson ought to be put in a glass case with her autobiography pinned on her side for the benefit of any who doubt Hudson endurance," writes Dr. Wilbur F. McConkey, of St. Louis, Mo.

"I bought this car in the Hawaiian Islands and drove it for more than five thousand miles, over the mountains and rough country roads, often with stiff mud coming up to the hubs, before bringing it to the States. Then I drove it from San Francisco to the Atlantic and from the Atlantic to Chicago and later to Savannah, Georgia.

"During all this time the car never failed me and never once was she unable to come in under her own power. I have driven her about St. Louis every day for the past two years and am contemplating a tour across Missouri in her this summer."

Essex Crosses River on Ice

D. A. Boswell, Hudson and Essex dealer, obtained considerable publicity in the South Bend, Ind., newspapers early in March by driving an Essex Sedan up and down the St. Joseph River just before the ice broke up.



SUCCESSFUL publicity, after all, is only keeping the favorable attention of the public directed on your cars. Whether it is in the news columns of a newspaper or the windows of a department store—it's all publicity.

This picture shows how the Stowell Motor Car Co., displayed an Essex for a

week in the window of one of the leading department stores of Syracuse, N. Y. The store was enabled to display the correct motor apparel for women by giving space to the car.

"This stunt went over big," writes the Stowell Co., "and lots of people are talking about the Essex who perhaps have never been so close to one before."

THE HUDSON TRIANGLE

Contractor Spends Just \$3.10 on Car in 15,000 Miles

FROM all parts of the country reports continue to come in ever increasing numbers of the wonderful popularity achieved by the Essex among business men. Its economy, ease of handling and quick get-away give it an unique commercial appeal which the business world has been quick to recognize.

The Albinson Construction Co., of Minneapolis, for instance, has been doing some work at Luverne, Minn. Mr. Albinson, in conversation with B. R. Page, the Essex dealer at Luverne, told him that he had driven his Essex 15,000 miles and in that time has spent \$3.10 on it for some rubber hose connections.

Mr. Albinson added that he has owned eighteen cars ranging from a Ford up to one of the most costly cars on the market, but that his Essex handles easier and will hang to the road better than any car he has ever driven. He says that he gets about eighteen miles to the gallon of gasoline and that his front tires gave him twelve thousand and his rear ones between eight and nine thousand miles service.

This he explained by admitting that he is hard on tires as his work takes him around new buildings.

Twin City to Expand

The Twin City Motor Car Co., have taken over half of the building located next door to the present location. Alterations now under way will give them a show room 100 by 150 feet, approximately 20 feet high, all tiled and mirrored. The plate glass windows of the showroom will be the largest in the northwest.

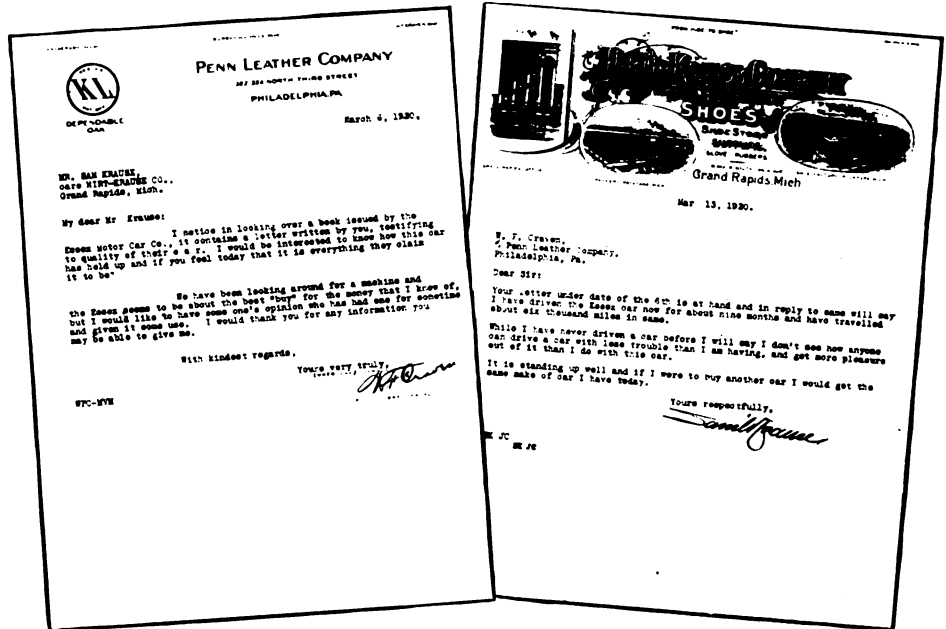
Place Your Order Now



THIS strong and beautifully enameled steel sign, in three colors, is now ready for distribution. It is 13 by 27 inches in size and is finished in red, white and blue. The price, including the hanger, is \$3.50. Orders should be sent direct to the factory. First come first served.

Says One Essex Owner to a Prospect—

"I don't see how anyone can drive a car with less trouble or get more pleasure out of it."



IN JUNE, 1919, Samuel Krause, of the Hirth-Krause Co., tanners and shoe manufacturers, Grand Rapids, Mich., bought an Essex Sedan.

In August he was so pleased with his car that he wrote an unsolicited letter to Paul Hutchings, Essex dealer in Grand Rapids, telling of the wonderful way in which it performed during a tour of the Berkshires.

In December this letter was printed in the Essex Testimonial Book and later was distributed at all of the big automobile shows. At the Philadelphia show an Essex prospect, W. F. Craven, read this book and wrote to Mr. Krause asking him how the car was standing up.

Mr. Krause's answer is as glowing a tribute as could be paid to Essex endurance and its ability to retain its newness despite the hardest usage. Written TEN MONTHS after his first letter and after he had driven his car 6,000 miles, Mr. Krause declares:

"I don't see how anyone can drive a car with less trouble than I am having and get more pleasure out of it than I do with this car. If I were getting another car, I would get the same make I have today."

Which goes to show that the Essex not only makes friends and sells itself, but it keeps its friends everlastingly sold. What more could any car do, regardless of price?

Earl Cooper, the Racing Driver, Buys Essex

THE constantly increasing number of professional racing drivers who are buying Essex cars is a notable tribute to Essex endurance and performance, for nowhere will you find a class of men who are more critical or have a more exact knowledge of automobile value.

Earl Cooper, the holder of many speedway records, is the latest professional racing driver to join the ranks of Essex owners, having just purchased a roadster for his own use from the H. O. Harrison Co., of San Francisco.

\$17,000 Total Sales in Month at Grand Island, Nebraska

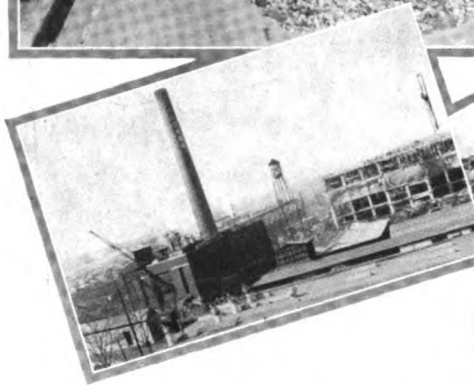
Hard work overcomes all obstacles as is proved by the experience of the Keeline-Van Rensselaer Co., who took up the sale of Hudson and Essex cars at Grand Island, Neb., in what is generally termed the poorest season of the year.

They opened up on Nov. 15, and on the following day sold and delivered their first Hudson, a seven passenger phaeton. Since then they have put out seventeen cars, their total sales in February, amounting to something over \$17,000.

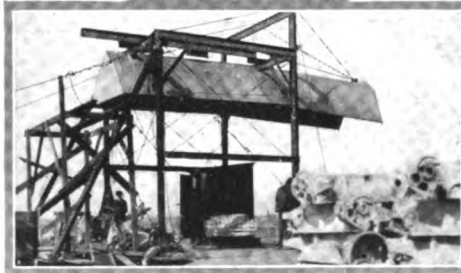
"Now we don't claim to be star salesmen, but we do work and are thoroughly sold ourselves on the Hudson and Essex," they declare. "and we are going to knock 'em cold this year."

Even the Roof Now is Piled High With Material to Insure a Steady Flow of Production

Crank cases, transmission housings, rims, etc., on top of factory.



The power house, the capacity of which has been nearly doubled.



The hoist which lifts material to the roof and above a birds-eye view of the new parts and service building.



One of the Shop "mules" used to carry material about on the roof.

DESPITE the difficulties encountered in obtaining both supplies and freight equipment, the reserve of material at the factory is the greatest it has ever been at a similar period.

The fact that this reserve is valued at approximately \$12,000,000 gives only a faint idea of the vast stock required to insure a steady flow of production during the year.

Although sixty-nine acres of land have been added to the plant together with over 500,000 square feet of manufacturing space in the past year, the surplus of

material on hand is so great that it has overflowed the yards and buildings on to the roof of the main factory.

In accumulating this gigantic reserve, almost insurmountable obstacles have

been overcome. The same conditions which held up shipments of cars, also affected the flow of incoming raw material. Truck lines were organized and are still operating, bringing material from Youngstown, Cleveland and Toledo.

Stock chasers have scoured the country often bringing in trunks filled with small parts as personal baggage. In one case 2200 pounds of toe boards were brought from Chicago as excess baggage. But the source of supply has been kept open, despite all difficulties, and the way cleared for constantly increasing production.

Essex is Best Car in Texas Oil Fields, Says Owner

MY Essex has been driven 7,600 miles in the Texas oil fields since last May," writes B. K. Stroud, of Dallas, "Of this distance, not over 1,000 miles was made on good roads where a speed of 25 miles an hour or better could be maintained.

"I would rather drive a car 20,000 miles over good roads than the 7,600 miles this car has gone, but today the tires are good for 7,000 more miles and there is not a body squeak or rattle to be heard, while the doors open and close as they did when the car was new.

"When one drives over such roads as we have here, and sees cars of every make in trouble, one can begin to realize that the Essex certainly has good stuff in its make-up. It is the best country car I have ever driven and I have driven nearly every car on the market.

Keep 'Em Sold

THAT is the motto of Edwin Barnes, of the Motor Sales Co., Wilson, N. C.

Up to March 1st, Mr. Barnes had sold 92 Essex in Wilson, which has a population of 15,000 people. At that date 90 of these cars were still in the hands of the original purchasers.

Of the other two cars, one, a Roadster, was traded in on a touring model and the other, a touring car, was traded in on a Sedan.

"Without doubt it is the best car in the oil fields for getting about and reliability, and I would not hesitate to back it against any other car on the market, regardless of price."

Three Men and 117 lbs. Are Carried By Roadster

The exclusive advantages offered by the Essex Roadster for business purposes is shown in a letter from W. H. Roehrick, proprietor of the Utility Battery Service of Easton, Pa. After describing the wonderful service rendered by his car, Mr. Roehrick, continues:

"Our trips to Philadelphia at times necessitate loading very heavy with batteries. On one of my trips returning from Philadelphia, I had eighteen batteries weighing fifty-one and a half pounds each, one hundred plates weighing one pound each, two thousand separators weighing one hundred and fifty pounds.

"The total weight was eleven hundred and seventy-seven pounds and in addition there were two passengers. Under this load we averaged twenty-five miles an hour."

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, APRIL 24, 1920

NUMBER 27

Vol. 9 No. 26 - Not Available

Production is Resumed

PRODUCTION, halted by the switchmen's strike, has been resumed. The shortage of coal, due to the walkout, forced the Edison company to refuse power to all factories, causing a general shut-down on April thirteenth.

Last Tuesday, however, the improvement in railway conditions resulted in a partial lifting of the ban, and production was resumed immediately on a 40 per cent basis.

Since then the factory has been working five hours a day, although most of the output had to be driven away because of the freight yard congestion. But on Wednesday one hundred and fifty cars were shipped.

Full production will be resumed as quickly as possible and shipments will go forward just as rapidly as the freight equipment becomes available. Until then, the greater part of the output will have to be driven away.

During the six days the plant was shut down, trucks were kept busy bringing material in from distant points and the body trim and seat cushion departments were kept running on full schedule.

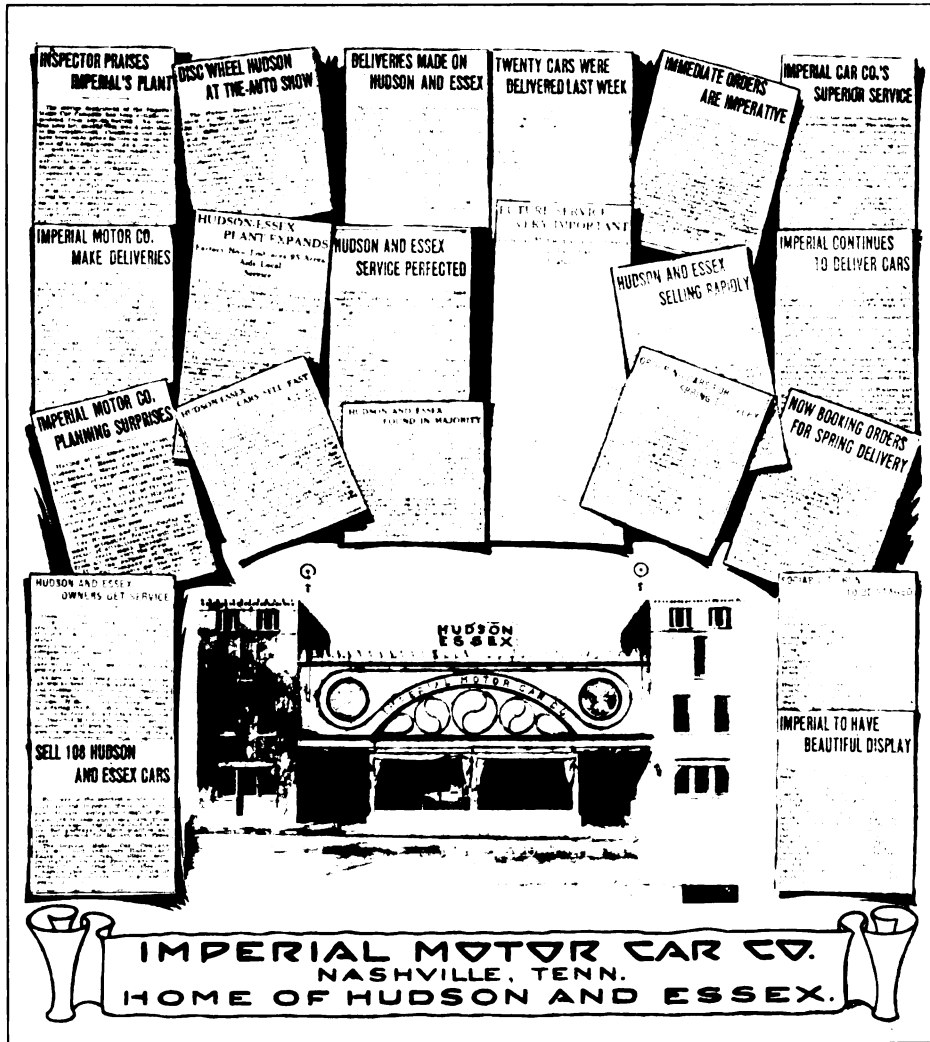
As a result, every back order on hand for seat cushions has been filled and these cushions are being sent out as rapidly as railway conditions, which are reported to be improving steadily, permit.

Meanwhile, with production swinging back to normal, distributors and dealers should continue their sales efforts without any relaxation.

Although oversold, it is essential to continue oversold. So keep on advertising, and book every possible order for future delivery.

The cars are coming!

It Doesn't Cost a Cent, But it Will Help to Build Up Prestige and Sell Cars



THIS picture shows some of the publicity recently run in Nashville newspapers by the Imperial Motor Car Co.

"We never let an opportunity pass to break into the news columns" writes W. M. Hogan, general manager of the company.

"Recently we have given the service end of our business considerable attention and have found the newspapers ready to use both stories and photographs.

"Thus we have taught the public to instinctively say Hudson, Essex and

Imperial Motor Car Company. *That's Prestige.*

"We never let an opportunity pass to photograph every car sold to an important individual. We keep in the good graces of the newspapers and get them to use this matter which gives Hudson and Essex as well as our own organization a great deal of publicity.

"These articles with local color are read and discussed while the goodness of Hudson and Essex cars is impressed on the public and the Imperial Motor Car Co. is put in the lime light as the live wire organization that it really is."

Hudson Sedan Roof Holds Up Under Five Ton Load

The strength of construction of the Hudson Super-Six was graphically illustrated early in February when the roof of his garage caved in on a Sedan owned by Herbert C. Barnes, Great Barrington, Mass.

The entire weight, estimated by the contractors at five tons, fell on the top of the car which had seen more than 75,000 miles of service. The springs of the car were forced almost to the floor, but did not break.

"The top was so well constructed," writes Mr. Barnes, "that it did not collapse although

one rafter tore a hole in its roof and another broke a window. This experience convinces me that the Hudson contains the best materials that can be obtained."

"The Best Line in the World"

"I took my first ride in the Essex last year," writes Carl Bereuter, of Utica, Neb. "Although I have been selling cars since 1908, the Essex certainly surprised me. As a result I gave up the other lines I had been handling and now I am proud to say that I am an exclusive Hudson and Essex dealer. Without a question they are the best line in the world."

Expert Tells How to "Put It Across" in the Papers

"**T** PAYS to be friends with the newspaper editors in your territory," says O. K. Parker, advertising manager for Harold L. Arnold, Los Angeles.

"From time to time we conduct economy tests, endurance runs, hill climbs, etc. All of this is well photographed, and we have found that the newspapers are only too glad to give us space.

"Local publicity, of course, is the most valuable. So we keep in touch with the owners and see that the newspapers are kept informed of anything they have done with their cars which might be of general interest.

"In addition, we are sending every week to every newspaper in our territory one Hudson and one Essex publicity story to supplement the matter sent out by the factory. We also keep them supplied with photographs and plate layouts where the photographs cannot be used.

"We have carried on this campaign for a number of years and find that it pays 200 per cent or better in sales for every dollar invested."

One "Cowketcher" Enough

The late long staple cotton crop has made quite a bit of money for South Carolina Negroes. A short time ago one of them purchased an Essex from the H. J. Conder Motor Co., at Darlington. A few days later he came back.

"Cap, is you got any of dese here cowketchers?" he inquired.

"Do you mean bumpers, Charlie?"

"Yasir."

"Well, Charlie, do you want one for both ends of your car?"

"Nawsir, Cap, aint nobody gwine ter ketch up wid me. Ah jes want one fo de front."

Solon Has Four Cars

Guy P. Gannett, Republican State Senator, of Augusta, Maine, now owns three Hudsons and one Essex. His first Hudson, a 16-40, was driven some 30,000 miles before being turned in. His second, a Model H Sedan, was driven three years and was turned in this spring for an enclosed car. He now has a Hudson Sedan, Coupe and Seven-Passenger Phaeton and an Essex Sedan.

Western Golf Champion Lauds His Essex

Jack Neville, amateur golf champion of the West, has been the proud owner of an Essex Sedan for some considerable time. Speaking of his car in a letter to the H. O. Harrison Co., San Francisco, he says:

"I can candidly say that the Essex Sedan is the most satisfactory car among the seven different makes I have owned. With ordinary care it performs economically, continuously and it gives me much pleasure to drive it.

"Withal, I can very highly recommend the purchase of an Essex, and particularly a Sedan, to any friend of mine."

THE HUDSON TRIANGLE

144-Hour Essex Non-Stop Run Feature of Auto Show

THE most talked about event of the Harrisburg, Pa., Automobile Show was a 144-hour non-stop run staged with an Essex by the Gomery-Schwartz Motor Car Co.

The sides of the car were distinctively marked and bore the invitation, "Hail the Driver and Tell Him Where You Want to Go." The hood had glass panels so that the engine could be seen. At night electric lights illuminated the motor.

The car was one which originally was driven to Harrisburg on January 15, 1919, and had been used as a demonstrator ever since, covering 18,112 miles. During the non-stop run it made 1,507 miles, averaging about seventeen miles to the gallon of gasoline.

Approximately ten of the 144 hours of the run passed with the car standing and the motor idling, and about 100 hours were spent in traffic, stopping and starting, with an average speed of fifteen miles an hour. The rest of the time was spent in country driving and in giving demonstrations on hills.

During the time the car was on the streets hundreds of persons availed themselves of the invitation to use it as a free taxi and its feats attracted wide attention. At the end of the test the motor was still running as powerfully as at the start, not a single adjustment having been necessary.

Well, Not Exactly

Dear Editor: Your cry for help has touched me to the heart; And, though I'm not a salesman, I'll try to do my part. I never sold an Essex, nor a Super-Six; you see They sell themselves, on sight, without a bit of help from me. That's why I cannot hand you out a tip on selling schemes. The blooming boats, themselves, have got the upper hand, it seems. I'm dopping out a plan, instead, to keep one on the floor; I'll anchor it with chains of steel, and barricade the door. Then, perched upon the bonnet, with an automatic gun, I'll defy prospective buyers, and keep 'em on the run. But even then, I fear, they'll find a way to circumvent me. Does this supply the want expressed in the postcard you sent me?

Triangularly yours,

BENJAMIN L. LATHROP,
Scranton, Pennsylvania.

We Beg Your Pardon

In the April 10th issue of The Triangle Gen. W. Black was listed among prominent Hudson owners. His position was given as Chief of U. S. Air Service. This should have read Chief of Engineers, U. S. Army.

Flying Essex Makes Trip to Moon



GUY L. SMITH, of Omaha, has stolen a march on the scientists, who have been trying to ring up the planet Mars on the long distance radio, by making a trip to the moon.

To prove his claim he had a three hundred foot movie of the journey made. This being shown in the Omaha theaters under the title of "Guy Smith Makes Trip to the Moon in 47 Minutes," and has attracted wide attention.

The center of the picture is the "Flying Essex." This is the Essex touring car around which has been

constructed a duplicate of a six hundred pound bombing airplane, complete in every detail.

A short time ago the Moon theater in Omaha put on a film called "The Great Air Robbery." The theater asked Mr. Smith for the use of the "Flying Essex," which it was desired to put outside the theater during the run of the picture.

Mr. Smith obtained a squad of mounted police as a guard and drove the "Flying Essex" himself from his showroom to the Moon in 47 minutes while a motion picture machine caught the crowds which trailed along behind. It looked like a circus parade.

And now the "Flying Essex" film is being shown all over Nebraska to advertise "The Great Air Robbery." Some publicity!

Circularizing All Used Car Prospects Proves Success

Used car prospects are circularized and followed up as religiously as new car prospects by the E. V. Stratton Motors Co., Albany, N. Y.

In addition, previous purchasers of used cars are circularized with the idea that they may wish a new car or another used car.

All cars taken in trade are appraised by H. S. Ackerman, head of the used car department.



"ANY one who thinks that a coyote can run, has never seen a jack rabbit," says J. A. Gibson, of McClelland-Gentry Motor Co., Oklahoma City, Okla., in commenting on recent stories in The Triangle regarding coyotes being run down by Essex cars.

"Why, a jack rabbit will run as fast on three legs as a coyote on four, and when he puts down that left hind leg there are only two things that will catch him--a rifle bul-

let and an Essex," he adds in telling how A. C. Mitchell, Essex dealer at Ponca City, Okla., recently ran down a jack rabbit with his Essex.

Next question: Can a jack rabbit run as fast on four legs as a Kangaroo can hop on two?

Roadster's Unique Advantages Shown on Long Tour

THE unique and exclusive advantages of the Essex Roadster for touring is shown by the experience of H. H. Brown, who recently drove from New York City to Miami, Florida.

Besides two passengers, the Essex Roadster carried the following camping equipment:

- Tent
- Tent Flooring
- Two Air Mattresses
- Four Blankets
- Two Pillows
- Gasoline Stove
- Folding Table
- Three Stools
- One Easy Chair

All of the equipment was easily packed into the rear compartment, together with enough canned goods to last a week in case of emergency, and a Corona typewriter.



Through Georgia Mud



Skid chains, spare tubes and other accessories were stored either under the seats, in the door pockets, or in the compartment behind the seat. In addition three suit cases were carried in extension carriers on the running boards and covered over by old shelter tent halves to protect them from rain and mud. A hand shovel completed the equipment.

Despite the fact that mud was encountered clear up to the hubs, the trip to Melbourne, Fla., was made in just two weeks. About one quart of oil was used every two days, while the average gasoline mileage was fifteen miles to the gallon.

On arriving at Miami, the trunks of the party, which had been shipped ahead, were brought from the railway station in the Roadster to a bungalow on the beach. Only one trip was necessary, although there were two full sized wardrobe trunks and one small steamer trunk.

The car itself finished the run in perfect condition, all that it was necessary to do on its arrival being to grease and oil it.



How trunks were carried and (above) sleeping tent used on trip

Sheriff Buys An Essex So He Can Catch Other Fellow

Robert Buech, Sheriff of Milwaukee County, has just purchased an Essex from the Jesse A. Smith Auto Co., Milwaukee, Wis.

Sheriff Buech said that the reason he picked out the Essex was because he wanted a car with which he would always feel certain that he could catch the other fellow.

The Sheriff was not guessing about the nimbleness of the Essex, for his son owns a Roadster and last week (but don't tell this to the Sheriff) defeated a well-known six cylinder car for a side bet of \$200.

New Building at Lancaster

D. Wilbur Ranck, Hudson and Essex representative at Lancaster, Pa., has just obtained a new building containing 21,000 square feet of floor space to care for his increased business. The structure he is occupying at present contains only 7,000 square feet of space. Mr. Ranck took over the Hudson franchise in 1914. Since that time his growth has been steady.

Wins New Beauty Prize



WHILE the blighting March winds were still raging in the North, an Essex touring car was winning a prize at the Seminole Sun Dance Parade at Palm Beach, Florida. There are now 70 Essex in the city which has a population of 10,000.

Essex Makes 300 Miles Over Mountains in Two Days

Driving the first Essex ever received in Missoula, Mont., William Wills recently covered the 300 miles from Arlee, Mont., to Spokane, Wash., over mountainous roads filled with snow and ice in two days, traveling only during the day. The car had already been driven 5,000 miles and despite the steep grades encountered, he only shifted out of high gear five times during the trip. The car averaged a little over 20½ miles to the gallon of gasoline.

"Worm's Eye" View a Hit

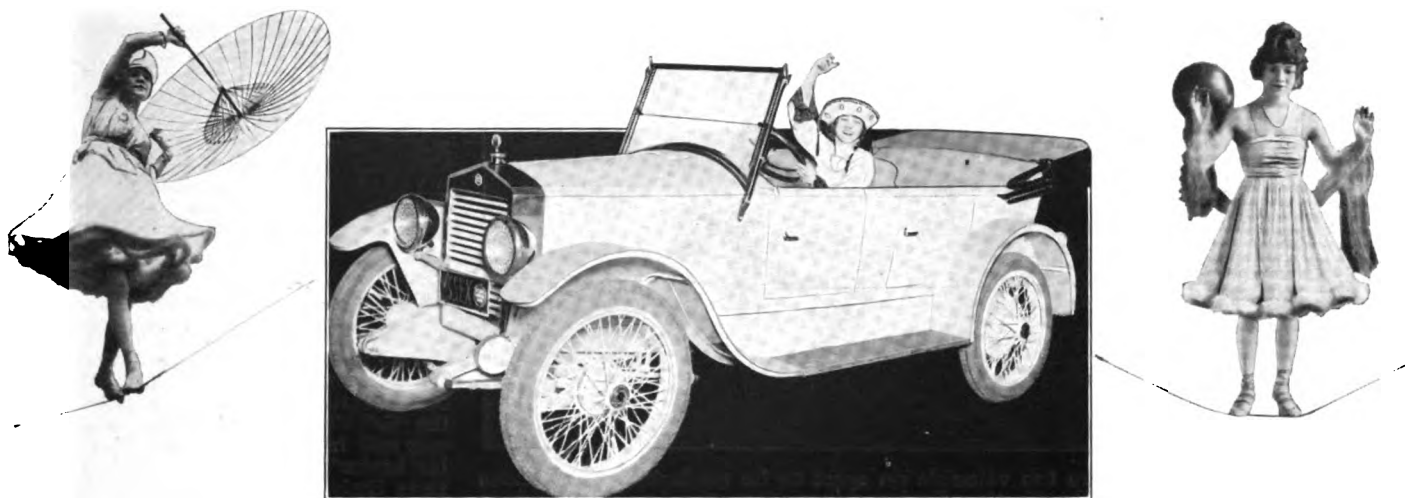
Scores of prospects were attracted to the salesroom of Ernest Schneider, Yakima, Wash., by an Essex placed on its side in the window to give "worm's eye" view of the mechanism. The crank case was removed, exposing the crank shaft. During the first week of the display Mr. Schneider's sales totalled four Essex phaetons, one Essex sedan and one Hudson Super-Six.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MAY 1, 1920

NUMBER 28



World's Greatest Circus Pays Tribute to the Essex

JUST twenty-four years ago there were only four automobiles in the United States.

At that time a circus was announcing the exhibit of a 'horseless carriage' among the freak wonders to be seen under the 'Big Top.'

But today, an Essex, selected as the most advanced example of the automobile designer's art, is one of the star attractions at the Ringling Bros. and Barnum & Bailey Circus, in Madison Square Garden, New York.

Just after the finish of a Wild West act, when the resounding applause is stilled in anticipation of the next event, the entrance doors of the great arena swing open, the sound of a motor breaks the silence.

With a sudden fanfare of trum-

pets, the car bursts into view, its white finish and nickel plated trimmings flashing back the great spotlights until the car itself appears almost luminous.

It is an Essex Phaeton, driven by a chauffeur uniformed in white, and contains Bird Millman, the star of this year's circus. Stopping at her ring, it remains during her act and then carries her from the arena.

As the appearance of the car follows an act filled with hair-raising equestrian stunts, it serves to emphasize the dignity, comfort and beauty of the automobile.

This Essex has appeared at every performance this season and has won much applause and wide publicity. The car was prepared by the Hudson Motor Car Co. of New York.



THE HUDSON TRIANGLE

Beautiful Window Display Draws the Gaze of Hundreds at Nation's Capital



THE windows of a store are too valuable an asset to be neglected. The above picture shows an especially effective display arranged by the Lambert-Hudson Motors Co. for the "Buy a Car Week," in Washington, D. C. An Essex Roadster equipped with a special top was placed in a stock metal garage in front of which imitation grass, cement runways, a fence and flowers were arranged to represent a yard in the rear of a home. Hundreds of persons stopped to admire this setting during the week.

What They Say About the Essex

The Essex touring car I purchased in July, 1919, has since run more than 15,000 miles. It still has one of the original tires, the others having given over 12,000 miles of service before they were replaced. My car runs as well today as it did when purchased and has never given me a moment's trouble.—FRANK ROBSON, GALVESTON, TEXAS.

After using an Essex for past five months, my enthusiasm in its behalf is so great that I want to write you and tell you I never owned an automobile that suited my purpose better than this one. I can recommend it to anyone for either business or pleasure as it combines speed, power and the comforts of the \$5,000 automobile with the small gasoline consumption and the long tire mileage of the light car. If I should buy another car tomorrow, it would be an Essex.—H. W. FIELD, REMOUNT DEPOT, FORT BLISS, TEXAS.

My opinion of the Essex, feebly expressed, is this, "She'll go where you want her to go, with ease. She'll do what you want her to do." I have made four thousand miles with only one tire change and they look good for another season. I also have made 27 miles in 48 minutes and there is always more speed there if you want it.—DR. B. L. BATES, OVID, MICH.

My Essex has gone over 6,000 miles and I find it improving with use. I take pleasure in recommending the Essex to any of my friends and acquaintances as the greatest performing automobile I ever had the pleasure of owning.—C. R. ROLLINSON, EL PASO, TEXAS.

I have driven my Essex a little over 11,000 miles in five months time. Its original non-skid tires are not yet worn smooth. On a 2,500 mile test I averaged 18.3 miles per gallon of gasoline. It uses about a quart of oil to every 500 miles. The Essex is an exceptionally easy car to operate and I believe for flexibility and power is superior to any other car in its class.—STEVE C. LATNER, EL PASO, TEXAS.

My Essex is proving all that could be wished. It is easily handled in all sorts of roads, is easy driving, and delivers one quickly and comfortably ready for business. A fellow gets out of bed easily even after a 300-mile drive in one day as I did two days last week.—PAUL ORCHARD, JACKSONVILLE, FLA.

I have driven my Essex about 3,300 miles. Prior to that time I drove an expensive eight cylinder car to which, in my opinion, the Essex can be favorably compared from the standpoint of ease of handling and flexibility. When I purchase another car I expect to get another Essex.—H. R. GILBERT, EL PASO, TEXAS.

We are very much pleased with our Essex. Have driven it since May with very little expense. It travels as well over the mountains as on the level. In fact, it seems a thing of life at all times, the way it will pick up speed. It will clean up anything on the road if we cared to drive so fast. We have seen no other car we would care to own since driving our Essex.—EZRA K. BRYAN, BROADWAY, N. J.

Owner is Chased as a Thief; Proves Hudson Endurance

R. A. Wren, manager of the Hudson and Essex Sales Co., Burlington Junction, Mo., recently loaned his Hudson to a friend who was going to Maryville to catch a train. The car was to be left at a garage there so Mr. Wren could pick it up later in the day. When Mr. Wren arrived in Maryville he went to the garage and took the car.

One of the managers who did not know of the arrangement and thought the car was being stolen immediately started in pursuit in another car. Mr. Wren thinking that the car following him desired to race, "stepped on 'er" and led his pursuer a merry chase all the way to Burlington Junction.

There the situation was explained and the pursuer returned to Maryville minus not only the Hudson but a tire from his own car and a hat which had blown away in the race. Besides, the story was featured on the front page of the local newspaper.

Sells Banker Three Hudsons and Four Essex Cars

A. J. Hammond, of the Hammond Brothers, Hudson and Essex representatives at Santa Maria, Cal., is a thorough believer in the "Sell Your Banker" slogan. He has not only sold his banker, William H. Rice, but his banker's entire family, which now owns three Hudson and four Essex cars. Hammond Brothers are proud of the fact that although they have only been in business for two years they have built up the biggest agency, with one exception, in their territory. "And before another six months we will be the biggest dealers in town," says Mr. Hammond.

Essex Beats Train Time

After taking his wife to the train at Clarksdale, Miss., O. L. Sinn, an Essex owner, drove to Memphis and met her as she stepped from the train. The train schedule is two hours and thirty minutes and the distance by road is a bit over ninety miles. The time is considered exceptionally good because of the condition of the roads, which are dirt and very rough.

They Wanted the Get-away

Perhaps it was because the fugitives had heard of the marvelous "get-away" qualities of the Essex, but anyhow when the mystery surrounding the recent \$40,000 robbery of the Union Bank and Trust Co., Helena, Montana, was solved it was found that part of the proceeds of the robbery had been invested in an Essex which was recovered. "It's just as good as the cash," said a bank official.

THOSE who work less may find themselves workless.

THERE is only one person who is jamming the brakes on your progress. And he spells his name, Y-O-U.

THE chap who hasn't much above his nose has to push out his chest to make a showing.

THE human scrap pile is full of derelicts who postponed until the next day the things they should have done the day before.

YOU'VE got a Super-Six engine in you capable of developing great power. Then why be content to roll along on second speed? Step on the accelerator.

THE HUDSON TRIANGLE

Essex Roadster Pulls 2½-Ton Truck Out of Hole

Here is the log of an Essex Roadster driven by G. R. Garmon of the Arthur J. Cummiskey Motor Car Co., Inc., Lowell, Mass.:

Since Nov. 1st this car has run 4,000 miles over the worst roads a hard New England winter had to offer without being laid up a day.

Less than a week ago it hauled a big 2½ ton truck out of a hole in which it had been stuck for two hours.

Competing against a much more costly and higher priced car on a hill test, it did 5 miles per hour at the foot and 3 miles over the top against the other car's 10 miles at the foot and 4 over the top. The prospect was sold, of course.

Rescued a doctor whose more costly car had stalled and took him to his patient after bucking a three foot snow drift.

Essex Sells for \$1,250 After Being Run 10,000 Miles

"A. K. Blakeney, of Gregory Brothers of Camden, S. C., has advised us that the first Essex offered at resale in his territory was sold for \$1,250," writes J. M. Black, President of the Black-Frazier Motor Car Co., Inc., Columbia, S. C.

"This car had been driven about 10,000 miles and Mr. Blakeney states there is no car in its class that would bring anything approximating this resale price.

"For your information, reports of this kind come from every dealer in our territory, which proves that the Essex is a very worthy member of the Hudson family."

Countess Drives an Essex

One of the most recent Essex owners in New York City, is Countess Otto Kahn who is driving a Roadster. S. I. Rothschild, also of New York, is the possessor of an Essex Sedan, while the Standard Oil Company (No. 26 Broadway) has purchased two Essex Roadsters.

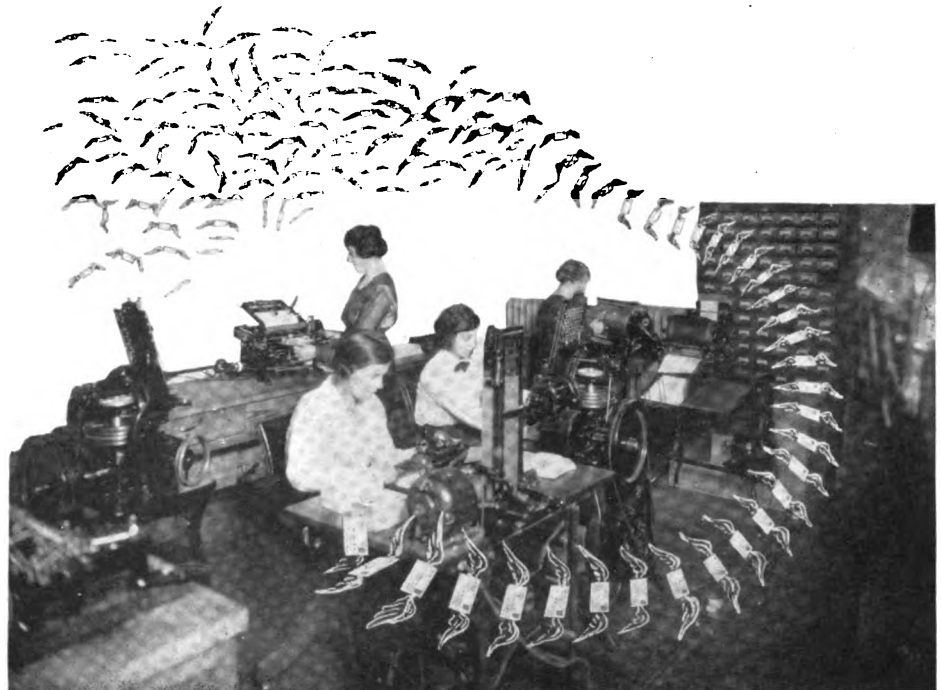
Mikado Buys Two Essex

The Imperial household of Japan has just purchased two Essex cars in addition to the seven Hudsons they already own. The Japan Automobile Co. reports that there are now more than 400 Hudson and Essex cars owned in the Land of the Mikado.



EDWIN T. MEREDITH, recently appointed secretary of agriculture in President Wilson's cabinet, about to start out on a motor ride through Washington in his Hudson.

Three Circular Letters Sent to 1,000 Persons Bring in 125 Live Prospects



THIS picture shows the equipment installed some months ago by the Hudson Motor Company of Illinois for sending out circular letters. All of the machines are power driven and the letters are even automatically folded in any shape desired. The total cost of the equipment was approximately \$5,000, while the cost per letter sent out is about three

cents each. Three letters sent out a short time ago have brought in 125 prospects, according to D. L. Agnew, advertising manager for the Chicago distributor. These letters were sent to a list of approximately 1,000 names and have actually sold four cars, while several more prospects they turned up are on the point of buying.

Success No Secret

"There is no secret about success. Success simply calls for hard work, devotion to your business at all times, day and night. I was very poor and my education was limited but I worked very hard and always sought opportunities.

"To win in the battle of life a man needs, in addition to whatever ability he possesses, courage, tenacity and deliberation. He must learn never to lose his head. But, above all, hard work is the thing."

—Henry C. Frick.

9632 Miles on Detroit Air

Rion Dow, of Fort Dodge, Ia., reports that he has driven his Essex 9632 miles, that it is still on the original set of tires, one of which still carries the Detroit air.

Only Want 500 More Cars

"Our only regret during the automobile show here was that we did not have 500 Hudson and Essex cars, for we believe we could have delivered them all from the show," writes the Black-Frazier Motor Car Co., Columbia, S. C. "Without doubt we could deliver this month our entire contract for the year."

State Policeman Buys Second Essex to Replace First

An Essex salesman was recently driving a car widely known for its speedway performances from New Haven, Conn., to Hartford to offer it for sale, the car having been taken in trade.

On the road he encountered a member of the state police force driving an Essex Roadster. Asked what he thought of his Essex, the officer of the law retorted:

"I can trim that cart of yours. I am picking them up every day in the week," and proved it by beating the speed car into Hartford.

This same officer formerly owned an Essex Phaeton which was destroyed by being pushed over an embankment by a truck. He was very much grieved as he claimed that he could hold it wide open on the road longer than any automobile he had ever driven. However he immediately purchased another Essex.

Quits "Family," Keeps Essex

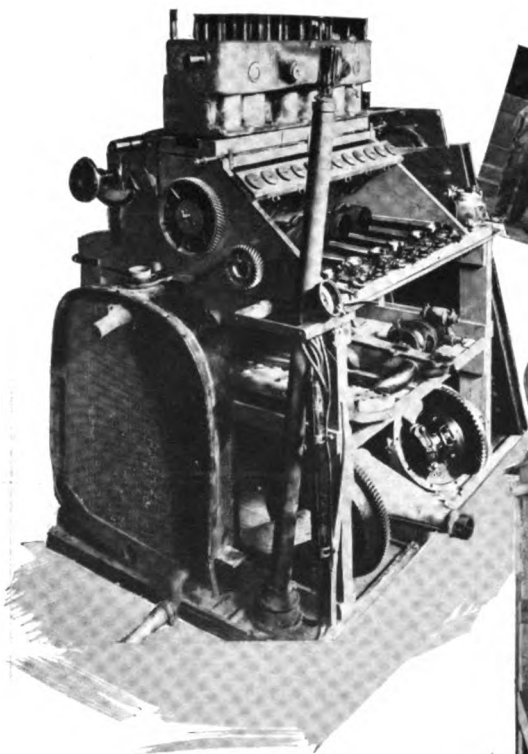
"Although I am no longer with the Big Family," writes L. J. De Broux, of Fresno, Calif., "I am in position to state that the Essex is the 'greatest light car in the world.' I have driven my Essex 6,000 miles over the worst parts of California and without question it is the greatest car I have ever driven—and I believe I have driven everything from one lungers to twelves."

THE HUDSON TRIANGLE

Year's Test Proves that Service Efficiency **PAYS**

Parker Mitchell, service manager of The Standard Motor Car Co., Columbus, O., and some of his men.

"Good Service Costs No More Than Poor Service and It Pays Bigger Profits"
— Mitchell



Movable rack with a place for every part taken from car being disassembled and oil separator (at right) which saves sixty tons of coal a year.



An example of the efficiency with which the plant is operated may be seen in the oil separator, through which is run all of the oil taken from crank cases, etc. In winter this reclaimed oil is burned under the boilers to provide heat for the building. In summer it is sold for asphalt roofing.

At present the plant is taking care of approximately forty jobs a day, but in the summer this number will rise to about seventy or seventy-five. Everything is on a cash basis.

Spotlessly clean, perfectly ventilated and well lighted shop provides ideal working conditions.

"**I**T can't be done," they told us last year when we started to organize a model service station containing 65,000 square feet of space," said H. J. Schwartz, of The Standard Motor Car Co., Columbus, O.

"We have not only proved that it could be done," he added, "but also that it paid in dollars and cents, for our monthly profits average from \$1,250 to \$1,500 on service alone.

"Our territory is small and all told we have only about 1,600 Hudson and Essex cars in use. But we have tried to make our service plant the cleanest, best ventilated and equipped and most efficient in the country. And, frankly, we ourselves have been surprised at the results."

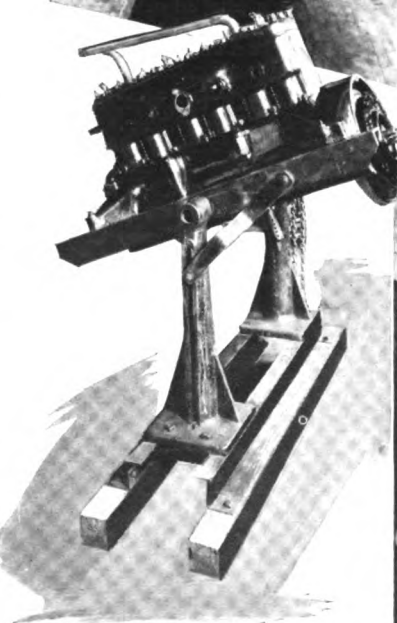
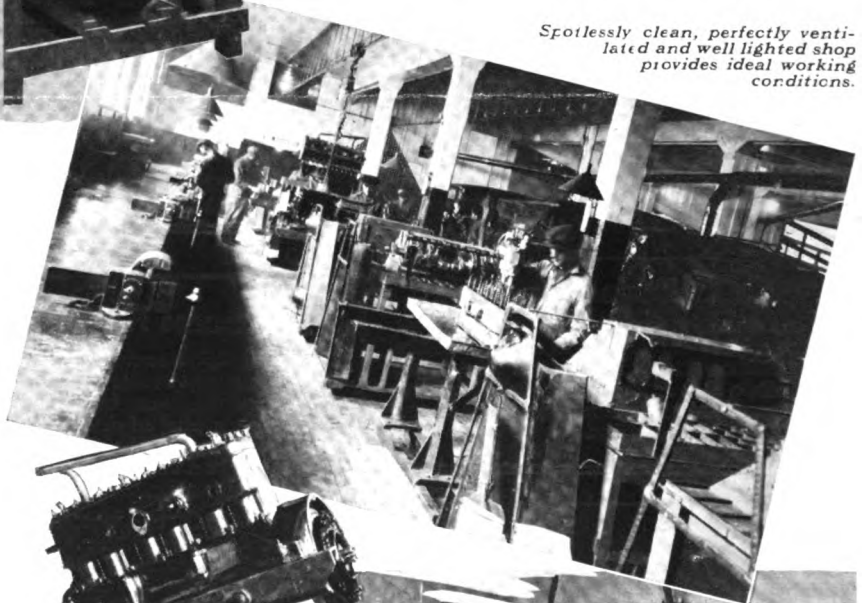
The building is entirely separate from the sales-rooms and is in the heart of Columbus, having formerly been occupied by the postoffice. It consists of two floors and a basement.

The used car department, wash rack and part of the stock room are in the basement. The first floor is devoted to the offices, a comfortable waiting room for owners, the shop, final tune rack and a stock room.

A paint shop, body trim, completely equipped fender, radiator repair, battery, welding, and machine shop are located on the second floor, which is reached by a ramp.

The most noticeable thing about every department is its cleanliness and the perfect order maintained. The floors are spotless. The work benches are free from any litter of tools not in use and are freshly shellaced every week. "Keep it clean," is the constant demand of Parker Mitchell, service manager.

Before an axle, transmission or even an engine goes to a mechanic, it is taken on an overhead carrier to a big tank filled with hydrate which dissolves all of the grease and dirt, leaving the metal as clean as when it left the factory. So the men do their work under the best possible conditions, a ventilating system keeping the building free from gas at all times.



Adjustable motor stand and tanks in which all parts are cleaned before they go to mechanics.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MAY 8, 1920

NUMBER 29

AN ESSEX OWNER'S OPINION

After Driving 33,831 Miles in 15 Months

WHEN the Essex was introduced in 1919 we said: "Let the Essex owner tell you about the Essex car. Ask him how he regards it." Here is evidence of Essex value and satisfaction, based on 15 months of service, and this letter was not written to the factory or the distributor, but to a prospect who asked A. I. Bruett, a Milwaukee piano salesman, what he thought of the Essex. Read what he has to say.

Phone Grand 1855

A. I. Bruett Piano Company
Pianos
Player Pianos and Talking
Machines

625-427-429 Grand Avenue
152 Seventh Street
Milwaukee, Wisconsin

April 22, 1920

Mr. Wm. Wettman,
Box 86,
Rockfield, Wis.

Dear Sir:

Answering your letter of April 20th, relative to how my Essex is standing up, beg to advise that I own one of the first Essex cars delivered in Milwaukee and perhaps have driven it farther or at least as far, as any Essex in the country, my speedometer reading 33,831 miles.

In the last year and three months I believe I have driven this car harder and it has stood for more abuse than most automobiles are given in a life time.

Having owned and driven most makes of the so-called light cars, I think my opinion is based on facts. I drive a car real hard through all kinds of weather and all kinds of roads - nothing stops me. My Essex has been a success in every way. The only expense I have had on same would be what any car requires occasionally, grinding valves, removing carbon and general tightening up. I have never had any parts replaced.

I out-perform every car that I meet on a country high-way. I honestly believe I can drive my Essex one hundred miles over country roads faster than any stock car made.

I average two hundred miles on a quart of oil and about eighteen miles on a gallon of gasoline.

You will make the mistake of your life if you buy anything but an Essex as there is no car in its class that I believe as good.

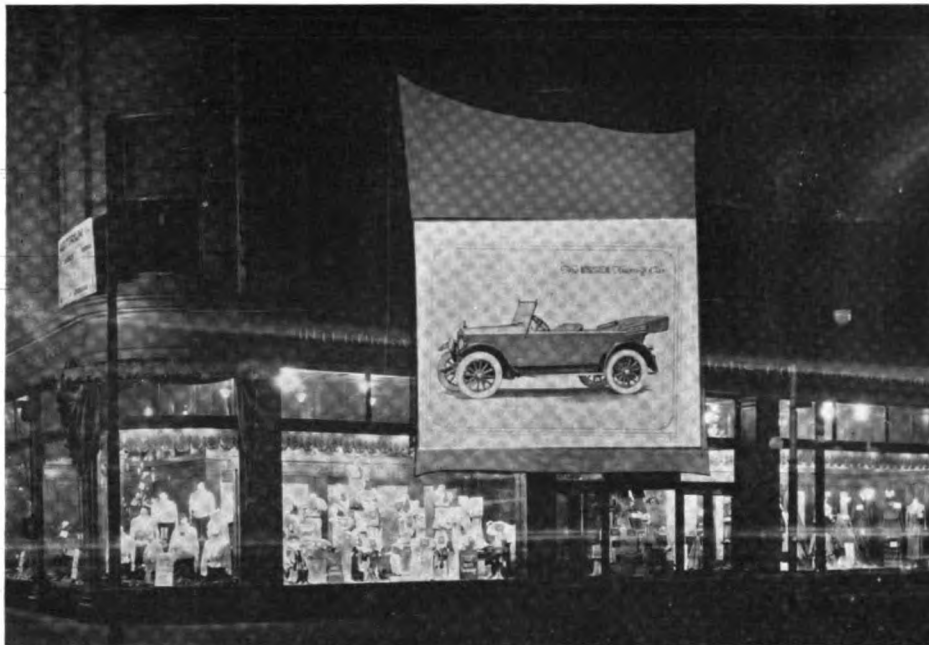
Trusting this is the information you desire, remain

Very truly yours.

(Signed) A. I. Bruett.

AJB LG

Showing An Entire City the Fine Workmanship in Hudson and Essex Cars



THIS is how the public of Springfield, Mass., was shown how the Hudson and Essex are built, by J. S. Harrington, Inc.

A canvas screen twenty feet square was suspended on the front of a leading department store and lantern slide views showing the interior of the factory and views of the cars themselves in process of construction were thrown upon it from a lantern in a building across the street.

In this way hundreds of persons who had never seen an automobile factory in their lives were taken for a trip through the largest plant in the world devoted exclusively to the building of fine automobiles. Special slides were used to call attention to all the Hudson and Essex records.

Owner Refuses to Part with Hudson Record Holder

After being driven close to 100,000 miles, winning the 1916 hill-climbing contest with The Spokesman-Review trophy cup at Spokane, and establishing a series of road records, the first Hudson Super-Six to reach Spokane is now owned by Judge J. H. Ailshie at Coeur d'Alene, and the judge refuses to part with it.

The car bears the serial number "H-20." It reached Spokane on January 6, 1916, and was at once put into service as a demonstrator by the John Doran company.

In April, 1916, H-20 won the free-for-all hill climbing contest during the automobile show. The Super-Six was driven by Frank J. MacDonald, who is now at Lewiston, and easily outdistanced the nearest competitor, a stripped eight-cylinder car, a time of 36 4-5 seconds.

After the hill climbing contest, to prove that the Hudson was equipped with a standard gear ratio and was not especially designed for hill climbing, it was taken out on a level road and attained a speed of 76 miles an hour.

Essex is Easiest Car on Tires Declares Proud Owner

"The Essex I purchased last May will soon have traveled 8,000 miles," writes A. C. Stephenson of Chattanooga, Tenn. "Two of the original tires are on the front wheels. The third is being carried as a spare. The fourth has a bad stone cut and was not vulcanized so a blowout ensued, but it had already made 6,500 miles when this happened.

I feel fully convinced that these three tires will do 10,000 miles of road duty.

"Without a doubt the Essex is the easiest car on tires I have ever seen. This is true with fabric tires, I know, but what could be accomplished with cord tires I can only imagine.

"My gasoline mileage averages 18.5 to the gallon, which I consider excellent as most of this mileage consisted of short trips by myself and shopping excursions by Mrs. Stephenson."



HUDSON was the pioneer in introducing enclosed models of distinction, luxury and beauty to the American public and its leadership is admitted wherever this type of car is used.

The picture above shows the earliest Hudson Coupe beside the latest Super-

Salesman's Time is Saved by Using Circular Letters

Think of the hours wasted by salesmen trying to get interviews or appointments with prospects. Would not much of this time have been saved if your prospect had been called on at regular intervals by that little, inexpensive mail salesman—the circular letter?

By mailing out these circular letters sent to you every week you prepare the way for the visit of the salesman. Your proposition is not strange to the prospect. He always knows something about it and the salesman can easily seek a definite appointment by calling him on the telephone and saying:

"We have been writing to you about our car and now we are anxious to show it to you and to prove conclusively that it is exactly what we claim it to be."

Confidence Keynote of Two Conventions of Dealers

Unbounded confidence was the keynote of two conventions of Hudson and Essex dealers recently held in the South.

The Reliance Auto Co., of Birmingham, Ala., entertained its dealers at a banquet in the Hotel Tutwiler after a business session in the afternoon. Almost every point in the territory was represented.

Thirty-eight out of forty dealer points were represented at the convention of the dealers of the Motor Company of Winston-Salem, N. C. Some dealers came over 300 miles to attend the meeting. The editors of two local newspapers and several leading bankers delivered addresses. The business session was followed by a banquet.

Belgium Tribute to Essex

"There is not a car on the market equal to the Essex," writes T. Pilette, Hudson and Essex representative at Brussels, Belgium. "I was the former agent of the Mercedes, but I have never seen a motor the size of that of the Essex having such response and flexibility or a car which would give such pleasure to the driver as the Essex."

Police Use Essex Roadster

Speed law violations in Pueblo, Colo., have been on the decline since the police department there acquired an Essex Roadster. The first victim to fall into the hands of the law was a dealer driving a rival demonstrating car.

Six car of this type and graphically illustrates the development of enclosed models during the past few years.

The 1912 masterpiece is proudly owned by K. McLeod, manager of the Olympic Club, San Francisco's famous athletic association.

THE HUDSON TRIANGLE

Cleveland is to Have Model Hudson-Essex Home

The last word in sales and service facilities, not alone in size but in appointments as well—that's the promise of F. E. Stuyvesant, regarding the new home of the Hudson and Essex cars now being rushed to completion in Cleveland, O.

The new building is located at Euclid Ave. and E. 49th street with a frontage of ninety feet on Euclid Ave. and a depth of 625 feet. The part of the building facing Euclid Ave. will be four stories in height and the upper floors will be reserved for offices.

The remainder of the structure will be three stories high and will be devoted exclusively to service and display space. The ground floor alone will contain 56,000 square feet of space with an additional 3,000 feet on the mezzanine floor which will surround the display space. In addition the two upper floors in the service section will give 76,000 square feet more of room.

The interior color arrangement will be carried out in tile, while ample light will be afforded through the big glass windows on the front and side. A lunch room, assembly hall, shower baths and lounge rooms will be provided for the employees.

Part of the building will be completed on Aug. 1 according to present plans and the remainder should be ready for occupancy Nov. 1. The lease on the entire property is said to have involved a consideration of about \$1,500,000.

"Our only thought in building at this time," says Mr. Stuyvesant, "was to keep pace with the growth of the Hudson plant and to have the type and kind of facilities that would be in keeping with Hudson and Essex success."

\$1,350 is Paid for Used Essex After Over 9,000 Miles

"In the April 10th issue of The Triangle we note that an Essex car sold for \$1200 to A. F. Herden of Fort Smith, Ark., after being driven 8,127 miles," writes I. H. Heydt, of the Heydt Motor Co., Reading, Pa.

"We can beat this record," he adds. "On March 8th, 1919, we sold Essex No. 6827 to J. W. Lundy, Reading, Pa. After being driven 9,080 miles it was stolen and upon its recovery was traded in with us for an Essex Sedan.

"No. 6827 was repaired, having been damaged by the thief, and was then used as a

Hudson Super-Six Motor in Boat Wins Every Race Entered in Past Two Years



ALTHOUGH adapted to a service for which it was never intended, a Hudson Super-Six motor has proved that its mastery of the waves is as complete as its mastery of the highways by its record in the "Mystery IV," a motor boat owned by Frank A. Garbutt, a millionaire sportsman of Los Angeles.

Equipped with a regular stock Super-Six motor back in 1917, the Mystery IV won the Santa Catalina Perpetual Challenge Trophy. In this race the motor was run practically wide open for a period of three hours, twenty-one minutes, without missing a shot or developing any engine trouble whatever.

For two years the Mystery IV won every race in which it started, capturing the Cata-

lina Trophy three times in succession, this being a race of 75 miles in the open sea. It also won the Nordlinger Trophy at Balboa. During this entire period the motor was never overhauled.

"Before using the Super-Six motor," writes Mr. Garbutt, "I thoroughly tested it on the block and had no difficulty whatever in getting the 76 horsepower claimed for it. In fact, under favorable conditions, the brake gave us 80 horsepower or better.

"The range of engine speed is quite remarkable, as we are successfully turning the propeller to any desired speed, from 175 revolutions to 2400 revolutions per minute. Its freedom from vibration makes it a particularly desirable motor for a light boat."

demonstrator until our automobile show when it made a 120-mile non-stop run. Immediately afterwards it was sold to O. R. Brown, of Reading, Pa., for \$1350."

Gas Co. Chief Likes Essex

J. A. Sloan, manager of the Ohio Gas Light and Coke Co., Napoleon, O., has driven his Essex Roadster 5,140 miles without a single adjustment except to have the valves ground once. Mr. Sloan, who has always heretofore owned high priced cars, is very enthusiastic over his Roadster.

Demands \$1,500 for an Essex After 10,000 Miles Use

"In looking through the Triangle issue of April 10th," writes H. S. Melton of the Chote-Melton Hudson Co., Paducah, Ky., "I notice a story regarding the sale of an Essex run 8,127 miles for \$1200. I take it for granted that this was a good price in the section of the country mentioned. But the car would have been worth more here.

"Only one Essex has appeared on the used car market here, the first demonstrator we received back in February, 1919, and we sold that to E. O. Davis for \$1,500 after it had been driven 10,000 miles. After driving this car several thousand miles, Mr. Davis refused to sell it to his company for less than the \$1,500 he paid for it.

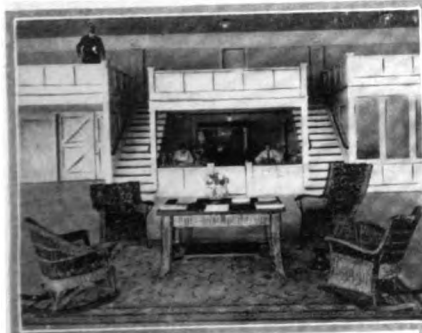
"Since that time, Mr. Davis has bought two Essex Roadsters for business use and an Essex Sedan for his wife. He still has the used Phaeton we sold him and we do not believe it could be purchased today for \$1200 although it has been driven 15,000 miles. That's the kind of friends we find the Essex is making."

'Plane Speeds Up Sales

R. N. Van Sant, Hudson and Essex dealer at Casper, Wyo., is using a Curtiss airplane to cover his territory. The plane is driven by one of his salesmen, Bert Cole, who is an experienced aviator. The airplane enables Mr. Van Sant to reach prospects living in far away and inaccessible places with the utmost speed.

Editor Buys an Essex

Victor F. Ridder, publisher of the New Yorker Staats-Zeitung, has just purchased an Essex Roadster for his own use, according to reports from New York.



THREE views of the beautiful new HUDSON and ESSEX home just completed in Phoenix, Arizona, by Cal Messner. The wide expanse of the tiled salesroom floor provides ideal quarters for the display of the different models to the best advantage.

It is probably the finest and most completely equipped establishment to house automobiles that can be found anywhere in Arizona.



Business is Like a Freight Car —Keep on Pushing

JUST because you fellows have got a few orders ahead is no excuse for going fishing," declared the wholesale manager. He was talking to three dealers in his office.

"Only yesterday one of our salesmen lost a sale to a car that is practically unknown," he continued. "It is a good car, but ours is far superior in every way—in fact, I am positive it would have suited this prospect better.

"Now, mind you, I'm not kicking. I don't care so very much, in fact I was rather glad that it turned out as it did because this particular salesman and several of the others around here have been loafing on the job and it gave me an opportunity to give 'em a little common sense.

"You see it's like this:

"We have the prestige that goes with the handling of the most popular fine cars in the world.

No Substitute for Work

"No doubt about that, but prestige cannot be made a substitute for hard work. Salesmen representing less popular cars are forced to make up in real effort what their cars lack in prestige.

"If a salesman representing such a car isn't a go-getter he's licked before he even gets started. It's a case of SINK OR SWIM—and lots of 'em sink—but occasionally you will find a fellow like this bird who beat us to it yesterday who has got the punch.

"This kind of a salesman schemes and plans. He knows he's up against it. He knows he's got to put it over single handed. So he lays awake nights devising sales propaganda and getting up a **FULL HEAD OF STEAM**. Then he goes out and does **REAL WORK**. He sticks to it day and night. He actually sweats with the prospect—and that's what **TURNS THE TRICK**.

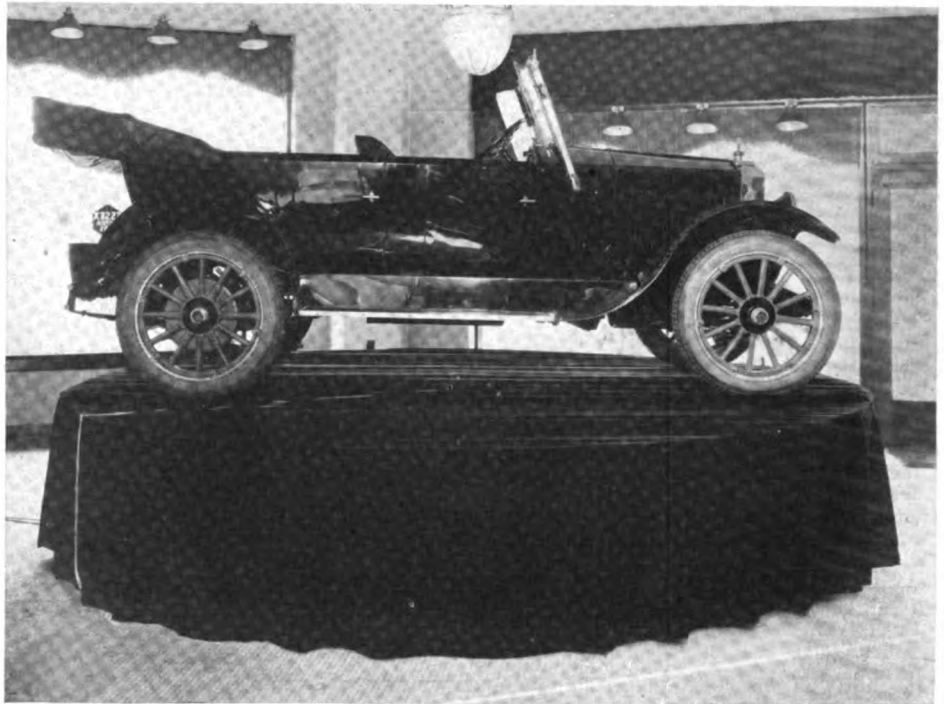
"So we cannot afford to sit back and say that our cars are so good and so well known and so widely advertised that they will sell themselves. We cannot afford to quit fighting for a single instant. Even if we have sold everything in sight, we have got to keep going to **RETAIN OUR LEADERSHIP**.

Like Pushing Freight Car

"Business is like a bunch of fellows pushing a freight car—the idea being not only to keep the freight car moving but to keep it moving faster and faster all the time.

"But one of the fellows gets tired and then he discovers that he can just

Revolving Stand Reveals Beauty of Essex



THIS unusual photograph shows the way an Essex was displayed by the Hudson-Brace Co., of Kansas City.

The table on which the car is supported is mounted on an axis, pivoting upon a Timken bearing.

There is a motor beneath the table which rotates the car, thus giving the

public a view from every angle.

Legs on the sides of the pedestal prevent its tipping and allowing the car to wander off.

The platform, attractively draped with black velvet, made one revolution every minute and attracted wide attention during the two weeks it was in operation.

Strive

"To do the right thing, at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for the love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection."
—John G. Shedd, Marshall Field & Co.

run along without doing his share of the pushing—*It wouldn't take much headwork to discover that, would it?*—And then several other fellows discover the same thing, and pretty soon, one of 'em even wants to get on and ride!

"Yes, sir, that's just what will happen to your business if you depend on prestige and the fact that you are oversold now to coast you along. Things are coming your way today, but the **ONLY WAY TO KEEP 'EM COMING IS TO GET OUT AND PUSH.**"

Thanks All Those Who Send In Names of Prospects

When an owner or a friend gives the name of a prospect to the Hudson-Brace Motor Co., Kansas City, he is sent the following note of appreciation:

"In the hurry of business there is not always the opportunity to say the thing which should be said and which we would most like to say, so will you let us take this means of expressing now our appreciation of the courtesies you have given?

"It is the sincerest compliment to our organization that you should go out of your way to do something that will add to the success of this organization.

(Signed) HUDSON-BRACE MOTOR CO.

His Hudson So Good He Never Had Chance to Try Essex

Truxton Beale, former ambassador to Russia, some time ago purchased a Hudson and an Essex. He had owned a very high priced car and a light car. He used the light car almost exclusively as his high priced car was in the repair shop so much of the time.

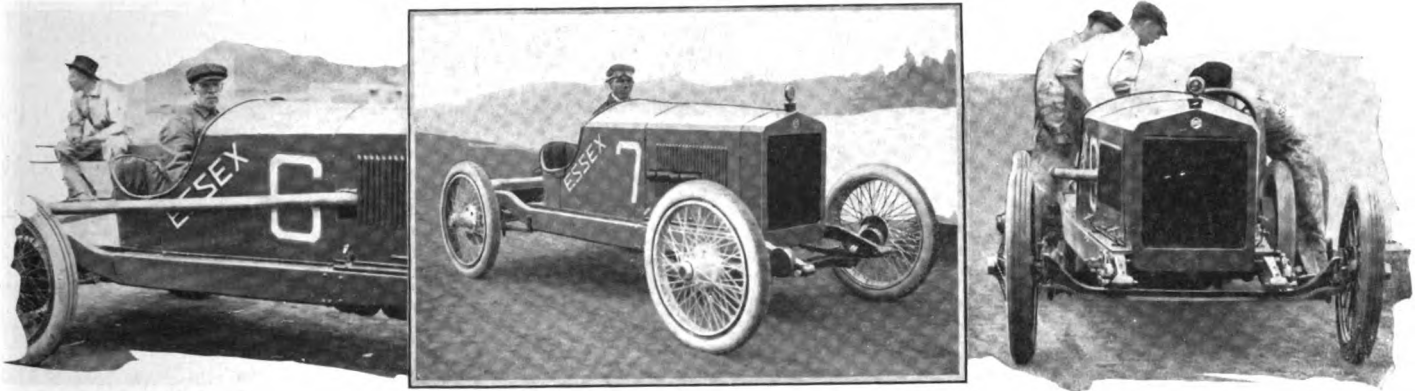
So when he got the Hudson he also purchased the Essex, feeling that the Hudson would be in the repair shop frequently, but he never had an opportunity to drive the Essex and he decided to sell it as his Hudson would not refuse to run.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MAY 15, 1920

NUMBER 30



Famous Dirt Track Champions Choose the Essex

THE superior endurance of the Essex again has been strikingly demonstrated in three Southern racing meets.

Driven by "Sig" Hugdahl and Ray Lampkin, two stripped Essex chassis scored victories at Atlanta, Ga., Albany, Ga., and Birmingham, Ala.

At Atlanta, on April 24th, the Essex captured first place in the five and fifty mile races, besides winning one second and one third position.

This triumph was repeated at Albany on April 26th, when the Essex won all three races—three, five and ten mile events.

Another victory was won at Birmingham the same week, when Lampkin piloted his Essex into first place in the three mile "free-for-all."

In the fifty mile event Hugdahl held the lead until a tire put him back into second place, too near the last lap to regain his lead.

In all of these races the Essex won despite the fact that it was pitted against high powered racing machines, one of which has a

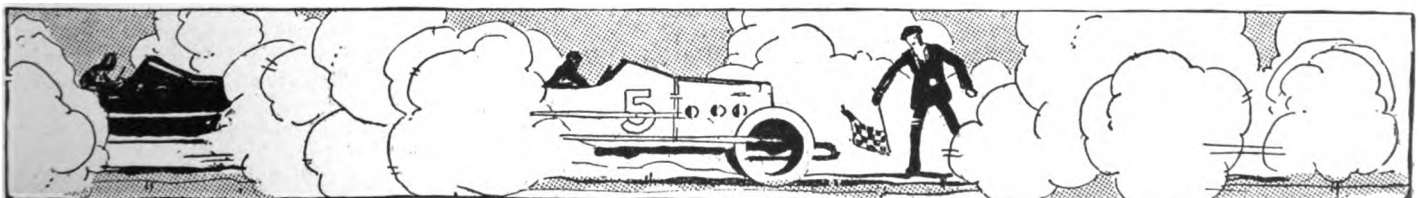
record of 119 miles per hour on a Florida beach.

The Essex victories resulted not from speed alone, but from its ability to withstand the terrific pace, where less sturdy but more powerful cars were forced into the pits for repairs.

Like other terrific tests to which it repeatedly has been subjected, these races proved that the Essex is powerful, efficient and marvelously enduring beyond anything previously known in the light car class.

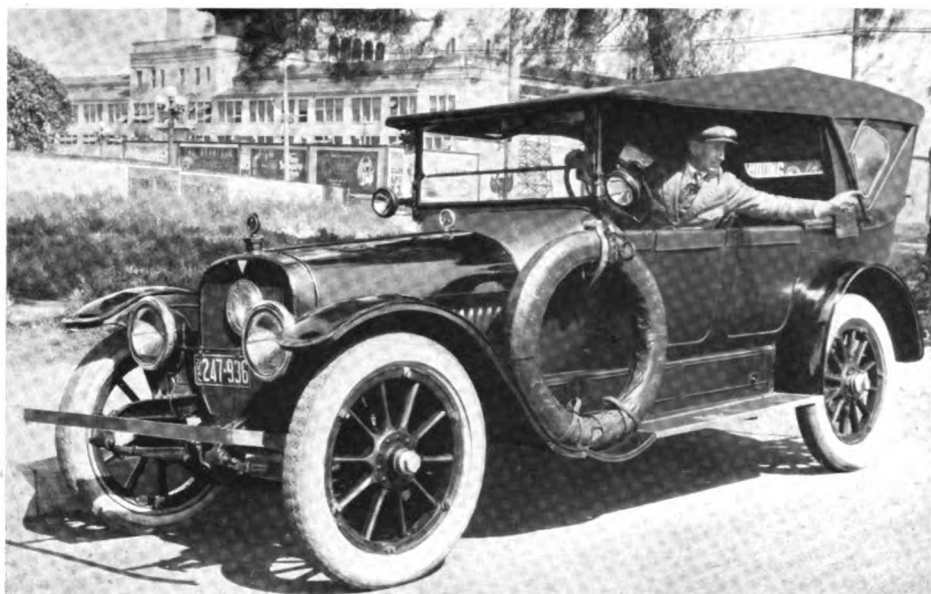
The two Essex used in these events were standard chassis which were obtained by Hugdahl and Lampkin only two weeks before the races in which they were entered. The frames were cut down to give a 95-inch wheel-base and the springs correspondingly shortened.

Hugdahl and Lampkin are nationally known professional drivers. As they stake not only their lives but their money on the ability of their cars, their selection is a notable tribute to their confidence in the Essex.



THE HUDSON TRIANGLE

This "Fifty-Four" is Still in Service, After 248,000 Miles in Rental Business



"I HAVE driven an automobile for more than 20 years, beginning with a one cylinder 'horseless buggy'," says Gus Remsen, of Los Angeles, "and from that up to the highest priced cars made, but never have I been more fully satisfied than with my Hudson '54'."

This Hudson, according to Mr. Remsen, has covered more than 248,000 miles in the rental business since he purchased it from the original owner in 1916. Besides, this car has made four transcontinental tours car-

rying seven persons each way on every trip.

"I doubt whether there is any car in Southern California with a greater record for durability, mileage and economy than my Hudson, which is still one of the most popular cars in Los Angeles," says Mr. Remsen.

"For nearly a quarter of a million miles its service has been continuous and unfailing, day and night, with the exception of eight brief periods when the carbon was being cleaned out and the valves ground."

Essex "Star Cars" Are Being Used in Many Places

"Star Cars" patterned after the Essex Roadster used by "Dave" Lewis in his trip from the Canadian to the Mexican border are being used in many territories with excellent results. They attract attention wherever seen.

The first "Star Car" was prepared by the Bemb-Robinson Co., of Detroit, for the automobile show. The sides of the car were covered with stars having golden points around a hexagon outlined in red. The center of each hexagon contained an Essex record.

Two of these cars are now being used in the northern Michigan territory. "Dave" Lewis has another at Dallas, Texas. A third is being prepared by the R. V. Law Motor Car Co., of Indianapolis, for their territory men and a fourth will soon be put in service by the Bacon-Ryerson Co., of Jacksonville, Fla.

His Seventh Hudson

D. V. Johnson, president of the Tennessee Grain Co., has just purchased his seventh Hudson—a Four-Passenger Phaeton—from the Imperial Motor Car Co., Nashville, Tenn. What better proof could be had of the quality of the car and of the calibre of the Nashville organization behind it?

How Territory Man's Report Classified Two Salesrooms

JOHN JONES—Salesroom is well located but very badly kept. The windows apparently have not been washed for weeks. The floor also is dirty and covered with mud and oil tracks. The decorations are soiled and the single car on display seems to have been left in one position for some time and is covered with dust.—EXCERPT FROM TERRITORY MAN'S REPORT.

ARTHUR SMITH—Salesroom is small and location is not the most desirable but it is CLEAN, SPOTLESS and IMMACULATE. The position of the car on the floor is changed every few days. Trade marks are prominently displayed. Every opportunity has been used to the best advantage.—EXCERPT FROM TERRITORY MAN'S REPORT.

WHICH one of these two dealers is the most successful?

Which one has the highest standing in his community?

Which would you, yourself, rather buy a car from?

One of these dealers, according to the territory man, is forging ahead and increasing his prestige every day.

The other is self-satisfied; he will not learn; he sits in his store waiting for prospects to come to him and complaining because they do not come fast enough.

From the descriptions of the two stores can you tell which is the success and which is the failure? How?

You are judging from external appearance, so it is fair to assume that others are judging you in the same way. Which description, then, would best apply to your own store?

The apparent difference between the two, however, is only the use of a little soap and water and the expenditure of a little energy.

Golfer Gets Essex Sedan

J. F. Neville, Pacific Coast amateur golf champion, has turned in the Essex touring car he purchased on March 18th, 1919, after driving it 10,000 miles, on an Essex Sedan.

After Over 20,000 Miles



ONE of the most amazing things about the Essex to owners who are familiar with other cars is its tire economy. T. A. Pettus, a contractor of Kerman, Calif., sends in the above picture of two of his tires with the following comment:

"The two front tires on my Essex had run 20,956 miles at the time this picture was taken.

"The rear tire on the wheel shown above has run 20,900 miles while the one standing beside it was taken off at 20,039 miles."

Regarding a Stamp

WE'LL admit that a postage-stamp can be licked.

Even at that you've got to do the job behind its back.

But a stamp never knows when it's licked.

Placed on a piece of mail, its one object thereafter is to deliver the goods at a prescribed destination.

And that's exactly what it does. Through storm and flood, wreck and disaster, it hangs on and never lets go—it sticks until it gets there.

So for two cents you can employ a salesman who will deliver your sales message direct to your prospect. The circular letter is a time saver and it has proved that it will sell cars. Why not use it?

Essex Offered as Prize

The Trinidad Motor Sales Co., Trinidad, Colo., is receiving a great deal of local publicity through the sale of an Essex to The Evening Picketwire. The car is being offered as first prize in a subscription contest.

THE HUDSON TRIANGLE

Dealer Shows City Salesman Value of Enthusiasm

By a Salesman

A LITTLE while ago I heard a real salesman talk. It was a revelation to me. I had dropped into the little home town for a visit and stopped at the Hudson and Essex dealer's store for a chat. He was busy with a prospect and I just stood by and listened.

It was a revelation to me in salesmanship. The prospect was cold. The dealer was alive with knowledge, enthusiasm, energy and optimism. He was selling an Essex and how he believed in it! How he talked! His face beamed! His eyes sparkled! He fairly radiated confidence. To him the car was a new wonder of the world.

His words gave a new meaning to the familiar details. You were carried away by his complete belief in the car. His voice sounded true. He believed what he was saying. He was impressive. He was wrapped up in his subject. He had been selling Essex cars since they first came out, but to hear him it would have occurred to you that it was his first day on the job. He was so glowing, so convincing, so sure of what he was saying.

His enthusiasm was contagious and soon communicated itself to the prospect and the sale was closed. For that is the kind of salesmanship that wins. You must have so much faith in yourself and in your car that you cannot fail. "I believe in doing my best every time," this dealer said to me afterwards. "Nothing short of it will succeed. For in the end it spells 'Victory'."

Enthusiasm combined with hard work are an unbeatable combination. Ninety per cent of failures are due simply to lack of hard work. Lack of hard work fires any salesman no matter how clever he may be. The only time that really counts is the time we are face to face with a prospect. Making lead pencil notes, referring to prospect files, bluff talking over the telephone and rushing around with a hurried look of assumed business importance are not hard work. Only actual contact with real Hudson and Essex prospects is work. The rest is just preliminary frill that pays no commissions.

Persistence gives birth to resourcefulness. And it is the resourceful man whose activity leads to business victory, for his mind echoes but one thought—that he is going to be successful—and his intense desire, coupled with constant effort, enables him to win that very thing for which he strives.

Essex Sedan Conquers Lookout and Signal Mountains in High Gear



WIDE attention has been attracted in the south by the feat of an Essex Sedan in climbing both Lookout and Signal Mountains in high gear and carrying five passengers.

The picture shows the Essex which is proudly owned by W. P. Hayes, of Chattanooga, on one of the roads up Signal Mountain. This gives only a faint idea of the steepness of the grades.

On Lookout Mountain the rise is 1,700 feet above the city of Chattanooga in a distance of three and one-half miles.

A RAILWAY train gets there by sticking to the main line, and a man gets there by the very same process.

Used Essex Called Best Buy on Market at \$1450

THE Triangle always stages a riot for the mail desk on Mondays—but when we got the issue of May 1st the whole sales force exploded," writes E. E. Langford of the William Morris organization, Dallas, Texas.

"You will notice on page three a headline 'Essex Sells for \$1250 After Being Run 10,000 Miles,' as if that were some stunt. Our sales manager, Mr. Cohn, wishes to call your attention to the last three used Essex that have gone through his hands, each of them run more than 10,000 miles, for which we got \$1450 each, and we think they were the best buy on the market at that price.

"One of these cars had been run on city streets only, and really should have brought more. The other two have seen the hardest kind of work in the oil fields ploughing through mud up to the hubs in wet weather and over rutted roads that 'have to be seen to be appreciated' in dry weather.

"And furthermore, our oil field owner now has his third Essex, driving a touring car in the fields and keeping a Sedan at home for his wife to use, and he says that he wouldn't have any other kind of a car but an Essex for oil field work.

"But then, you know, we guarantee a used Essex just the same as a new one and thoroughly overhaul it before we offer it for sale."

They Sell 'Em on Hudson and Essex Prestige



"JUST one year ago we purchased from Harold L. Arnold, Hudson-Essex distributor for Southern California and Arizona, his Pasadena branch," writes the Hull Motor Car Co., of Pasadena.

"During our first year in business we were able to obtain less than half of our desired allotment, but nevertheless we

are pleased to report a very satisfactory profit on our investment.

"We have never as yet since taking over the business, had either a Hudson or Essex on our floor. Most of our sales have been made from the past performances of these cars and upon the reputation of the factory back of them."

THE HUDSON TRIANGLE

1916 Hudson Racer Wins New Laurels at Fresno, Calif.

THE veteran 1916 Hudson Super-Six racing car owned by Arthur H. Patterson, of Stockton, Calif., has again distinguished itself by winning second place in the 50-mile Raisin day classic at Fresno, Calif., against a field made up of Deussenberg, Frontenac, Stutz, Mercedes and other high priced, special racing machines. The Hudson was driven by "Benny" Hill.

"In all recent races, entries have been restricted to cars of 300 cubic inch piston displacement or under," writes Mr. Patterson. "Frank Elliott, of Phoenix, Ariz., has been coming to Fresno every year to give the fans a thrill, but he has figured in hard luck. This year the committee found that Elliott had a car of 430 cubic inches displacement. They wanted to let him in so they raised the limit from 300 to 450 cubic inches.

"Those on the inside thought that this would give Elliott the advantage. But they did not know that Earl Cooper had two cylinder blocks for his Stutz. Eddie Hearne, who was driving Cooper's car, switched his block, raising his displacement from 300 to 430 cubic inches, equaling that of Elliott.

"My old Hudson has but the one size block with a 288 cubic inch displacement, but she went in anyhow and held her own. There was just one pebble on the track and in the 44th lap, with my car only 5 4-5 seconds behind Hearne, Hill had to pick up that pebble and blow a tire.

"He came to the pits. Somebody had borrowed my hammer and I had to find another. We lost a full minute making the tire change and it cost us the race, but at that Hill got back into the race in time to finish second to Hearne."

The winnings of Patterson's car amounted to \$1350. Fifty thousand persons witnessed the race.

10,000 Miles on Factory Air

E. A. Green, of San Francisco, purchased an Essex touring car on March 12th, 1919, and has driven it 10,000 miles. He says that he has had no mechanical trouble, that the tires

Here's How One Distributor Uses Windows



THE beautiful window display shown in the picture is the work of William Morris, of Dallas, Texas.

The setting was prepared for Easter to represent an outdoor scene, with Easter eggs, rabbits, all things dear to a child's heart, being used as trimmings.

The huge screen used as a background is the work of a Dallas artist of note and represents a view taken

from a rolling, Texas prairie tinged with the first faint green of spring.

Through a vista of apple blossoms can be seen a Texas farm house such as nestles at the foot of any hillock in the Lone Star state.

Needless to say this display attracted wide attention and resulted in much favorable comment on the beauty of the Essex which, of course, was the center of the picture.

have the original air in them and that his maintenance expense does not exceed \$10 per year.

Hudson Resold for Fourth Time and Still Brings \$1,700

"Hudson Speedster, Model J, No. 41405, sold to George Darrel, New Kensington, Pa., on Sept. 22nd, 1917, for \$1750, is now in our possession again but has been resold for the fourth time to Rudolph Seft, of Tarentum, Pa., for \$1700," writes the Bentz Auto and Supply Co., New Kensington.

"This car was traded back to us last summer by Darrel for a used Hudson Sedan. We then sold it to S. Hamorvitz who traded it back in December for a new Hudson Phaeton. Before being sold to Mr. Hamorvitz it was used by L. L. Bentz on a long tour of the east. All of the owners of this car have been exceptionally hard drivers and it has covered approximately 40,000 miles.

"But since rebuilding it is in perfect condition, has no rattles nor squeaks and pulls all of the hills on high gear. One of the worst grades around New Kensington is the Logans Ferry Hill, but we stand ready to bet that this same car can outpull any car built over this hill in any gear."

Why the Western?

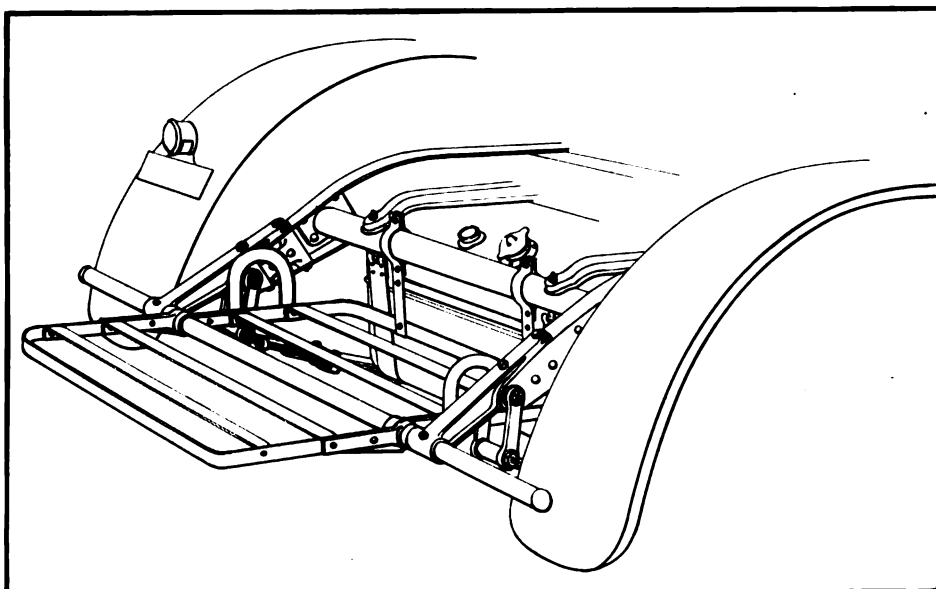
(From The New Idea)

"Hi" Johnson arrived in South Bend, Ind., in true Western style and was met at the depot by Dare Devil Boswell (Essex dealer in South Bend) and Essexed to his hotel.

Rival Dealer Buys Essex

W. H. Felton, Jr., dealer for a twelve cylinder car in Macon, Ga., has just purchased an Essex Sedan for the use of his wife.

Specially Built Luggage Rack and Bumper



HERE is a new combined luggage carrier and rear bumper which has been especially designed and is exclusively built for the Hudson Super-Six. It is not only constructed of heavier material than is ordinarily used in such equipment, but is also securely fastened to the frame and cross member. When not in use as

a luggage carrier, the rear half of the rack folds conveniently back out of the way leaving the bumper in service. This luggage carrier cannot be attached to cars at the factory, but may be obtained by dealers through their distributors. Only a limited number are available for immediate delivery.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MAY 22, 1920

NUMBER 31

Show What the Essex Will Do

A NOTED singer of the Metropolitan Opera Company, dressed like an emigrant, sang a few arias from a famous opera in the courtyard of a New York Apartment.

He did so on a bet that he could earn ten dollars a day by street singing.

After his first selection thirteen cents was thrown to him; after his second, nine cents; after his third, five cents; and after his fourth and fifth, nothing.

He went no further. He paid the wager.

He could get over two thousand dollars a night at the Metropolitan, but he could get but twenty-seven cents for singing half an hour in a courtyard.

The lesson is plain. His voice had to be staged to appeal to the public's imagination and enthusiasm before it could be capitalized at its true worth.

AND so it is with merchandise.

You know that no other car in the world, regardless of price, will do what an Essex will do.

You know that its marvelous performance can be approached only by the most costly cars on the market—but these cars lack its economy of operation.

You know that cars anywhere near its equal in economy lack its endurance, long life and superior performance. *Therefore it stands alone, in a class by itself.*

But it is not sufficient that YOU know what the Essex will do—its wonderful capacity for accomplishing the seemingly impossible.

The great essential is that you let EVERYBODY know—that you call the public's attention to its superior qualities in a *spectacular* way.

The important thing is *actually to show* that the exclusive and advanced design of the Essex gives it qualities and possibilities which are not matched by other cars.

The only way to do this is to demonstrate these possibilities so they will be visible to all. People believe what they see. Show your own prospects and *your entire community* the endurance that was displayed on the Speedway at Cincinnati.

There are still hills to be climbed, endurance tests to be made and spectacular feats to be performed in your own territory.

Also, the country fairs are starting with their opportunities for striking demonstrations.

IT IS not necessary to have a speedway to prove the wonderful ability of the Essex.

Jones did it on the dirt roads of Iowa in a snowstorm.

Henley-Kimball did it on a run from Boston to the Canadian border and back.

Williams did it in Vermont by a high gear run through three states.

Hutchings did it by a non-stop trip from Grand Rapids to Mackinaw.

Patterson did it when he won the Yosemite endurance test last year.

Harrison did it when he amazed San Francisco by climbing hills previously deemed impossible.

Arnold did the same thing in Los Angeles by numberless feats.

And these are only a few of the instances where the Essex in spectacular public tests did what no motor car has ever done before.

In every case these men proved to their own communities that no other car in the world will do what an Essex will do.

And what they did any member of the Big Family can do, for the limit of Essex achievement has not even been touched.

**YOU CAN DO IT ANY TIME YOU WISH.
WHY NOT NOW?**

Essex Fleet Kept Busy in Rental Service



THE buying of cars for a taxi or rental service is a hard, cold, business proposition. There is no sentiment about it.

Facing the hardest kind of usage, these cars must be economical and comfortable and, above all else, be absolutely dependable.

Therefore the experience of Parsons Bros. of Los Angeles, who buy autos to rent, is interesting. After trying a dozen different makes of cars they finally decided upon the Essex because of its endurance, luxury and economy.

Now they have a fleet of Essex cars which are so popular that they are in service all the twenty-four hours.

Montana Oil Company Lauds Performance of the Essex

"A little over a month ago we purchased an Essex touring car," writes the Montana Pioneer Oil Co. "In the first month of its service this car was driven better than 1,000 miles over snowy, muddy and almost impassable Montana mountain and prairie roads. It has stood up hour after hour under grueling intermediate and low gear work. It has performed wonderfully, giving about 14 miles to the gallon and with very low oil consumption. We have no doubt but that this figure will be even better as the road conditions improve. We are very well pleased with the car and take pleasure in recommending it to our friends."

Banker Finds Essex the Best Car for Montana Roads

"I have driven my Essex more than 7,000 miles since last spring on the same tires that came with the car and the non-skid points are not even worn off," writes W. T. Craig, of the First National Bank, Ingomar, Montana. "I have averaged 16 to 18 miles per gallon of gasoline and the oil expense is very low. I consider the Essex is the best all around car for Eastern Montana roads on the market and if I should sell my car I should certainly buy another Essex."

"It's the Best of Them All," Says Owner of His Essex

"The Essex is the fourth car I have owned," writes Horace S. Ensign, Helena, Mont., "and so far as economy, performance, and riding qualities are concerned, it is the best of them all. I have covered more than 6,000 miles, making many tours out of the state. Much

of this mileage was made in high altitude, an average, I should say, of about 4,000 feet, on our none too good mountain roads, and at a fraction over 17 miles to the gallon of gas and a little over 1,000 miles to the gallon of oil. To me the Essex is a wonder, and, if I could not get another, I would think twice before disposing of the one I have."



A TRUCK load of decking and staging being taken from the factory by the Dickinson Motor Co., of Shreveport, La. This material was carried to a point in Ohio approximately 145 miles from Detroit where it was used in loading Hudson and Essex cars for shipment to Shreveport. The load included 200 wheel blocks, 200 ropes and a keg of nails. This is a typical example of the difficulties surmounted in overcoming the railway blockade and getting cars for Hudson and Essex prospects.

Essex Car Sells Itself After All Arguments Have Failed

"YOU can't sell me an Essex."

That was what Miss A. W. Robertson told Mr. Hamner, of the Kennedy Motor Car Co., of Paterson, N. J.

Repeated efforts on his part failed to shake her determination. Then she drove an Essex from Detroit to Paterson, 740 miles in four days, and that Essex just naturally sold itself.

It was a driveaway and there were two Hudsons and three Essex in the caravan that left the factory on April 24th. The weather was stormy and the cars had to plough through mud up to the running boards and axles before they reached Pittsburgh.

The route led through Harrisburg, Pa., Allentown, Morristown to Paterson and included an eight mile climb necessary to surmount the Allegheny Mountains. After the mountains had been passed, Miss Robertson sought out Mr. Hamner and said:

"That Essex is mine—I want to buy it right now. No other car, or other Essex even, will do—I must have that very car."

And, of course, she got it.

Miss Robertson was accompanied on the trip by Mrs. Russel Clemm, a Hudson owner who took part in the driveaway to help raise funds for a college endowment in which she was interested.

Despite the bad condition of the roads, owing to the early spring rains, the cars finished the journey without a single mechanical adjustment of any kind.

All of which only goes to prove that the best way to sell the Essex is to let the Essex sell itself—to actually show people what it can do.

Sells Eighth Limousine

A. Brice Crane, of the Hudson Motor Car Company of N. Y., who sold five Hudson Super-Six limousines to the Consolidated Gas Company during the New York automobile show and later increased the order to seven, has just sold another limousine to W. R. Addicks, vice-president of the Gas Company. The limousines purchased by the company are for the use of its officers.

THE HUDSON TRIANGLE

More Money is in Circulation Now Than Ever Before

"ANYONE who is a bear on the U.S.A. is a fool," once declared the late J. Pierpont Morgan to an aide who brought him a pessimistic report on general financial conditions.

The same sentiment is reiterated in recent reports of the National City Bank of New York which points to the present tightening of the money market and isolated cases of industrial unrest as mere incidents of a great forward movement of the country.

These things do not affect the wonderful, record-breaking prosperity of the nation, it is pointed out, because the basic demand for merchandise in all lines is greater than ever before, the general wage scale is higher and there is actually more money in circulation than ever before.

The railways alone are contemplating the expenditure of millions of dollars for improvements, while the world-wide demand for greater production is being felt in every city and village in the country.

It is going to take the world a long time to replenish its stocks.

The unfilled tonnage reported by the steel corporation on April 1st was 9,892 thousand tons, compared with 5,431 tons a year ago. For ten consecutive months the corporation has shown an increase in tonnage.

Money in circulation on April 1st, according to government figures, was 5,969 million dollars, compared with 5,847 million dollars last year.

And the general stock of money in the nation on May 1st was 7,761 million dollars, compared with 7,587 a year ago.

"The world is emerging from its troubles and not entering them," declares Bernard M. Baruch, former chairman of the War Industries Board.

Essex is Displayed in Hotel Lobby at Macon, Ga.

A feature of the Macon, Ga., automobile show, May 6-8th, was the display of an Essex Roadster in the lobby of the Hotel Dempsey. It was necessary to take out a double window in the hotel dining room to get the Essex in and out, but the Grant-Waters Co. declare that this special display did much to augment the interest in their Hudson and Essex exhibit at the automobile show.

Essex Reaches the Bottom of North America 263 Feet Below the Sea Level



FOR the first time in the history of motoring, an Essex was driven recently to the center of the Mesquite Flat Salt Marsh, on the floor of Death Valley, the lowest point in the United States.

The point reached is 263 ft. below

sea level, and the lowest in the world with the exception of the region about the Dead Sea in Palestine.

To reach its destination the Essex had to be driven through three miles of salt marsh where the heat of the sun, often reaching 160°, has built up a maze of salt pinnacles resembling the stalagmites of a cave. Some of these pinnacles stick up to a height of three feet, and all are as hard as concrete.

To drive the car through these it was necessary to cut a path with picks and shovels, a task which required eight hours for the trip. Similarly, as it was necessary for the motorists to camp overnight, the salt pinnacles had to be cut off to make possible the placing of a sleeping cot.

The formation of the salt stalagmites is interesting. Death Valley, being the bottom of the United States and practically without rainfall, receives considerable seepage water from the surrounding snow-clad mountains.

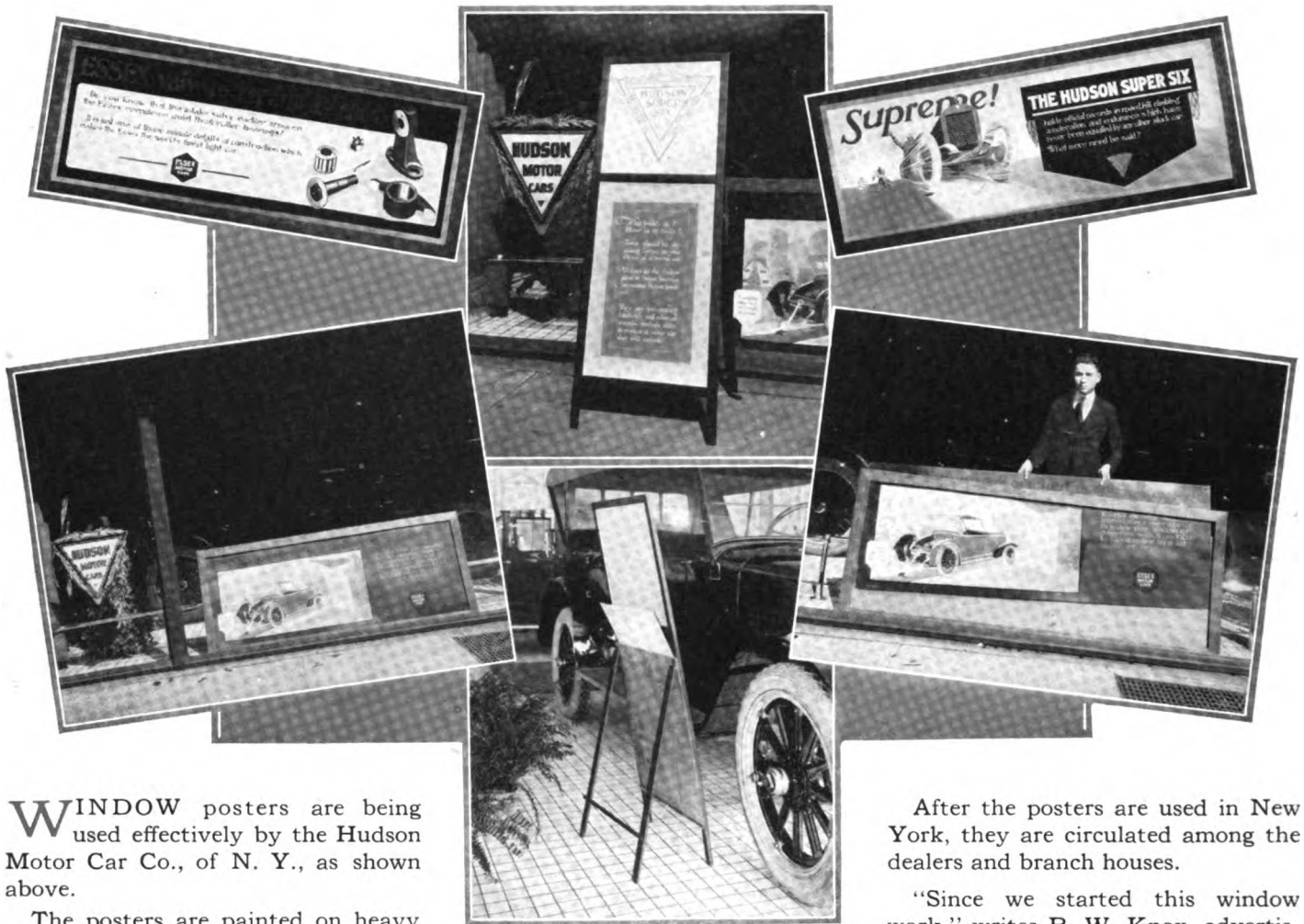
This hazardous journey was made by O. K. Parker, advertising manager for Harold L. Arnold, Los Angeles, the car used being the first Essex demonstrator received in Southern California, which already had covered untold thousands of miles.



THIS is the splendid new building of the H. O. Harrison Co.'s branch at Oakland, Calif. It was designed not only to furnish adequate facilities for the Hudson and Essex at the present time, but also to provide for future growth and expansion.

THE HUDSON TRIANGLE

Attractively Framed Window Posters Help to Sell Hudson and Essex Cars in New York City



WINDOW posters are being used effectively by the Hudson Motor Car Co., of N. Y., as shown above.

The posters are painted on heavy cardboard and displayed in attractive frames, being changed every week.

The Essex posters are shown in a long frame each one emphasizing some special sales feature.

Each poster illustrates some detail of the car with a few words of text describing the picture.

The Hudson frame is an easel. The top contains only the Hudson Triangle which is not changed.

The lower part of the frame is devoted to the poster, the back being so arranged that new posters may be inserted easily.

After the posters are used in New York, they are circulated among the dealers and branch houses.

"Since we started this window work," writes R. W. Knox, advertising manager for the Hudson Motor Car Co., of N. Y., "we notice that nearly all the stores along the line are doing something in this nature.

"Our posters have aroused considerable comment and, we believe, are doing much good."

20,354 Miles in 7 Months is His Record With Essex

IHAVE driven cars for the last six or seven years, as cars with me have to do exceptionally heavy service, and, this year will be the first I have ever used the same car for the second season as I am doing with my Essex," writes P. E. Guay, of Sherbrooke, Que.

"Between May 20th, 1919, and Jan. 1st, 1920, I drove the Essex 20,354 miles. The gas consumption amounted to 1088 gallons, an average of about 19 miles per gallon. Twenty-four gallons of oil were used. No repairs whatsoever were made during this period, and the engine was not cleaned until approximately 12,000 miles had been covered.

"My work as a travelling salesman necessitates my covering the entire provinces of Quebec, New Brunswick, Nova Scotia and Prince Edward Island. Part of my way lies through the Metepedia Valley; the roads are so narrow that it is necessary, before starting to remove the windshield and top and to

Two More Race Victories Are Won by Essex

TWO more race victories have been won by Essex cars—this time at West Jackson, Miss.

The Essex finished first in the five and ten mile events and second in the three mile race.

The Essex was a popular favorite and aroused much enthusiasm because of its small size compared to its opponents.

bandage the body and mud-guards with heavy cotton in order to keep the finish from being destroyed by the branches and bushes at the sides of the roads.

"Naturally it would be hard to sell me anything but an Essex in the future—not only for endurance but for get-a-way, 'pep' and all around performance."

Chases and Stops a Runaway Team in Essex Sedan

JOHAN M. OWEN, Essex salesman, is being hailed as a hero by the newspapers of New Rochelle, N. J., as a result of his recent feat of stopping a runaway team while clinging to the side of his Essex Sedan.

Mr. Owen, according to the newspapers, was driving home in the Sedan with his brother Ralph Owen, when he noticed the mad rush of the team through the street ahead of him. As the street was crowded, a serious accident seemed inevitable.

Quickly changing places with his brother who speeded up the car until it was nearly abreast of the plunging horses, Mr. Owen stepped out on the running board and as the car drew alongside of the team, reached out and grasped the bridle.

Then, while the spectators looked on in amazement, expecting to see him dragged from the running board of the car, the Essex slowed up and the horses were brought to a sudden halt.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, MAY 29, 1920

NUMBER 32

Keeping Step With Hudson and Essex Success

"IT'S simply miraculous," declared a distributor after a trip through the plant a few days ago.

"Why, last year this was a vacant lot," he exclaimed, as he walked through the big, busy, group of buildings known as Plant No. 2.

In silent wonder he watched long lines of chassis coming down the assembly lines, walked along the crowded loading platforms and passed through seemingly endless aisles of whirring machinery.

The great reserve stock of frames, axles, crank cases and material of all description to be seen in yards, buildings and even on the roof of the main factory amazed him and he asked regarding its value.

"About \$16,000,000 just now," the guide answered.

Then he visited the great new parts and service building and was surprised to note that the first floor already is being used for storage while workmen are busy completing the upper stories.

"The vastness, the magnitude, the ceaseless activity and, above all else, the spirit of everyone you see are an inspiration," he said.

"NOW I am going back home to put forth every ounce of selling effort.

"Like most organizations, I am afraid this easy period of order booking has had a tendency to soften us and impair our efficiency.

"But now we are going to get out and actually sell, even if we have to take orders for delivery six months or a year ahead.

"We are going to make people so hungry for Hudson and Essex cars that they will be glad to wait until we can make deliveries.

"It is better to have a waiting list a mile long than it is to have even a single car in stock.

"So we are going to begin right now to gather up the loose ends, to demonstrate, to sell our entire community, to train real salesmen and to be sure that our service is everything that it should be.

"For this is the time of all times to exercise foresight, to take advantage of the mistakes being made by others and to safeguard the good-will that many are sacrificing.

"This is a time for the most delicate handling of buyers and owners who will be more impressed by courtesy and considerate treatment now than ever before because of a general slackness in this regard in other lines.

"COURTESY is the first rule of business," and it is going to continue to be the first rule for every member of my own organization.

"There are too many businesses where edifices of good-will are being destroyed by the little minded in high places and low, in whose jaws are the sharpened teeth of insolence, arrogance, effrontery and disrespect.

"What profiteth it a man if he sell all the cars he can get and lose his own soul—which is his good-will—for good-will is the soul of business?

"Still you will find in many organizations men of the little-minded type, playing dictator with impunity and exploiting their own mean spirit to the ruin of their organization's good-will—which is more precious than fine gold.

"We are going to make sure that none of this spirit of indifference to the prospect and owner, seemingly prevalent in so many lines of business nowadays, pervades our own organization.

"For we are going to do everything in our power to keep step with Hudson and Essex growth."

Green Salesman Who Made Good Proves Work is Secret of Success



IT used to be pretty generally understood that when you wanted a new automobile salesman, you picked out the most likely looking chap in the garage or repair shop and put him on the floor or sent him out with a bunch of prospect cards, trusting to his mechanical knowledge to do the trick. Now successful automobile salesmen are recruited from other fields and sometimes the less a man knows about cars the better he can be taught to sell yours. The story of Harry Buscher of Baltimore is typical.

Buscher was a barber for twenty years. All he knew of automobiles was the trade jargon that floated up to him from beneath steam towels. One day Louis Lambert, Hudson distributor, asked him how he would like to sell cars. He thought it over, saw the possibilities, sold his shop and late in October started out. He made his first sale the second day and has been selling cars ever since.

He started out by handing his cards to every friend he met. He soon built up a small army of boosters. He had friends telephoning him tips and he got so many prospects that he had to distribute them among other salesmen. He never telephones a prospect. He calls on them all and averages five real calls a day. He has the record of selling whole streets where never an owner had been obtained before.

His success is proof that lack of experience need be no handicap to a real salesman.

Even a "No" Can Be Said So As to Help Sell Cars

DE MAUPASSANT, the great French short story writer, once wrote a masterpiece about a piece of string.

In doing so, he called attention to the importance of little things, of trivial details, of the commonplace.

Take the trading in of a used car on a new Hudson or Essex. If it is an undesirable trade, it may be turned down with a simple and final "No."

But Hudson-Brace in Kansas City believe in capitalizing even a refusal to accept anything but the very best trades involving three or four standard makes of cars.

"We are sorry," they tell the prospect. "We will be glad to help you sell your car, but we cannot take it in trade on a new one. To protect our owners, who wish new cars, we have to specialize in used Hudson and Essex cars.

"If we took in all the other makes that are offered, we would be unable to take care of our own owners. You surely can't blame us for taking care of their interests first?"

The prospect is forced to agree to this and is more impressed with the advantage of being a Hudson or an Essex owner.

Costs \$18.15 to Show Owner What Essex Will Do

That you can drive an Essex thousands of miles without realizing its possibilities unless they are pointed out to you is proved by the experience of Lloyd F. Pollock, road man for the Hudson Motor Car Co. of Illinois.

During a visit to the Wieland Carlton Motor Company store in Pontiac, Mr. Pollock met Mr. McGruder, an insurance and real estate dealer. In discussing the performance of his car which he had driven 11,000 miles, Mr. McGruder remarked that he had heard a lot about the speed developed by the Essex in second, but did not believe it.

Mr. Pollock asserted that any Essex properly broken in could do 45 miles an hour in second gear in an ordinary city block. To prove it he used Mr. McGruder's car and the test was made in front of the salesroom. Accelerating from a standing start, the speedometer read 47 miles at the end of 280 feet. The car was never out of second gear.

But it cost Mr. Pollock \$18.15 to prove his point, for he was arrested and fined on complaint of another dealer who witnessed the performance.

2234 Miles in 114 Hours is His Record with Essex

Z. B. Myers, of Chillicothe, Mo., has just driven his Essex from Chillicothe to Monrovia, Calif., a distance of 2234 miles, in 114 hours driving time.

There were five people in the car and the average speed was approximately 19½ miles per hour which is considered remarkable considering the bad condition of the roads due to recent rains.

"I have made the same journey often before," writes Mr. Myers, "but this was the best trip I ever made anywhere."

Successful Funeral Reveals Force That May Be Applied to "Live" Business

A PUBLIC man died a short time ago.

He had about the average circle of friends and personal acquaintances, but his funeral was the largest ever known in Kansas City.

Hundreds of persons who had never seen him in their lives followed the cortege to the cemetery. Rich and poor alike united in a spontaneous tribute, the like of which has seldom been seen in any city.

Why? What great thing had this man done that his passing aroused such a wave of sympathy that found expression in such a wonderful demonstration?

Only one thing—he had written thousands of letters, more often only post cards, to persons he did not know and had never seen. He held a public office, so his name was familiar to many. He capitalized this fact by watching the newspapers and whenever a child was born, or a man was

promoted or achieved any success, he wrote a little note of personal congratulations.

The people to whom he wrote knew him only by name, but his apparent interest in their affairs aroused a friendly feeling toward him, the strength of which was shown at the time of his death.

The same principle which he used so effectively may be applied to merchandizing by anyone. It is not necessary to have an expensive equipment to send out business getting sales letters.

Your stenographer, in her spare time, can do it from the copies furnished every week by the factory.

PUTTING off advertising may reduce expenses, but so does cutting the windpipe reduce the cost of living.

THE HUDSON TRIANGLE

Why He Is Oversold is Told By Michigan Dealer

EDWARD HODGES, Standard Garage, Pontiac, Mich., is now busy selling Hudson and Essex cars for September and October delivery.

The other day he booked an order for next January—a Hudson Super-Six Sedan—without even being definitely able to promise delivery then.

"Why are you oversold so far ahead?" he was asked.

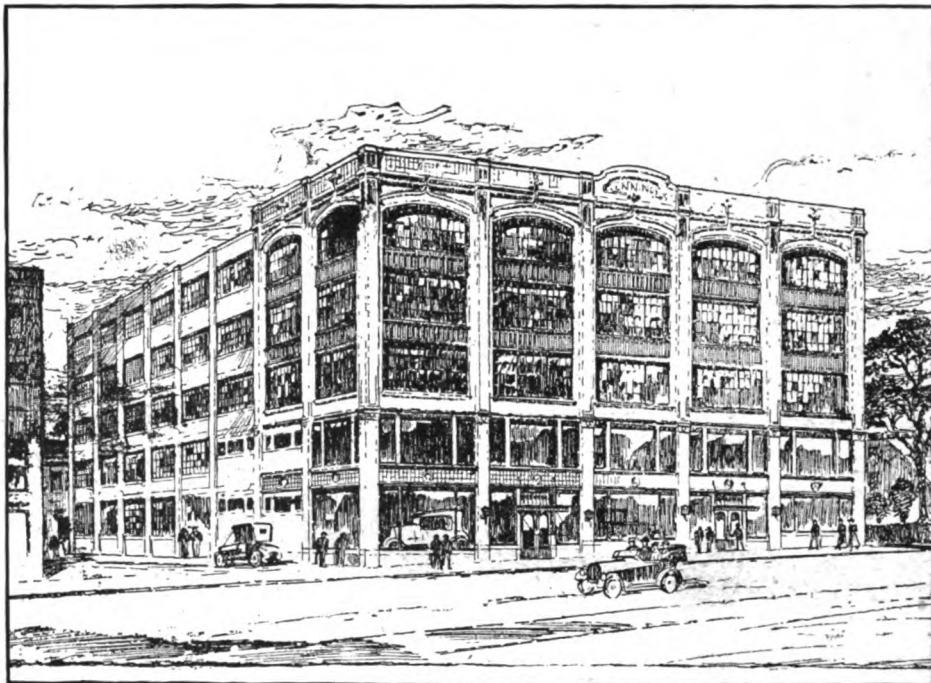
"First, it is the best possible form of business insurance," he replied.

"Second, it improves my financial standing with my bank. Having a lot of orders ahead makes financing easier.

"Third, I want a bigger allotment next year and the best way to get it is to prove I deserve it by having the actual unfilled orders on my books.

"As to possible cancellations—they don't worry me. I sell 'em so hard in the first place that they don't think there is any other car except a Hudson or Essex on earth. It can be done."

Splendid New Home in Bridgeport Evidence of Hudson and Essex Success



\$500 Bonus Paid for Return of His Used Essex

L. G. Ramsey, of Gastonia, N. C., bought an Essex on May 19th, 1919. Since that day it has been driven 13,063 miles in the public hire service.

Several months after Mr. Ramsey bought it, he was induced to trade it for a widely known "eight." The next day he realized that he had made a mistake and is reported to have given back the "eight" with \$500 additional to get back his Essex.

At any rate, the Essex is today running in the "Jitney" business and is giving exceptional service.

THE new home of The Erwin M. Jennings Co., Inc., Hudson and Essex distributors in Bridgeport, Conn., which will be opened within the next few weeks, is declared to be the handsomest commercial building in Bridgeport and one of the finest exclusive automobile sales and service stations in the United States.

The building is 110 feet by 175 feet, and five stories high. The front and two return bays on each side are granite, terra cotta, copper and plate

glass. The rear of the building is of concrete, steel and glass. The two lower floors along the entire front of the structure and back for a depth of 68 feet are devoted to show rooms. The ceilings of these display rooms are two stories high.

The offices and consultation rooms are arranged in an attractive suite on a mezzanine floor. The floor of the salesroom itself is of mosaic tile in grey and white squares, and the walls are of ocean stone. The main stairway is of marble with ornamental, black wrought iron railings, which extend around the entire mezzanine. The woodwork is of quartered oak in old English finish.

The entire rear half of the mezzanine floor will be used as a stock room. The third floor with an open space of about 19,000 square feet will be devoted to the preparation and display of used cars. The fourth floor will accommodate the storing and preparation of new cars. The top floor will be devoted entirely to service. Its walls are almost entirely of glass and there are large skylights in the ceiling. Every advantage will be taken of the use of this light.

The building is entirely surrounded by a driveway with a minimum width of eighteen feet. This does away with any possible congestion of cars entering or leaving the building.

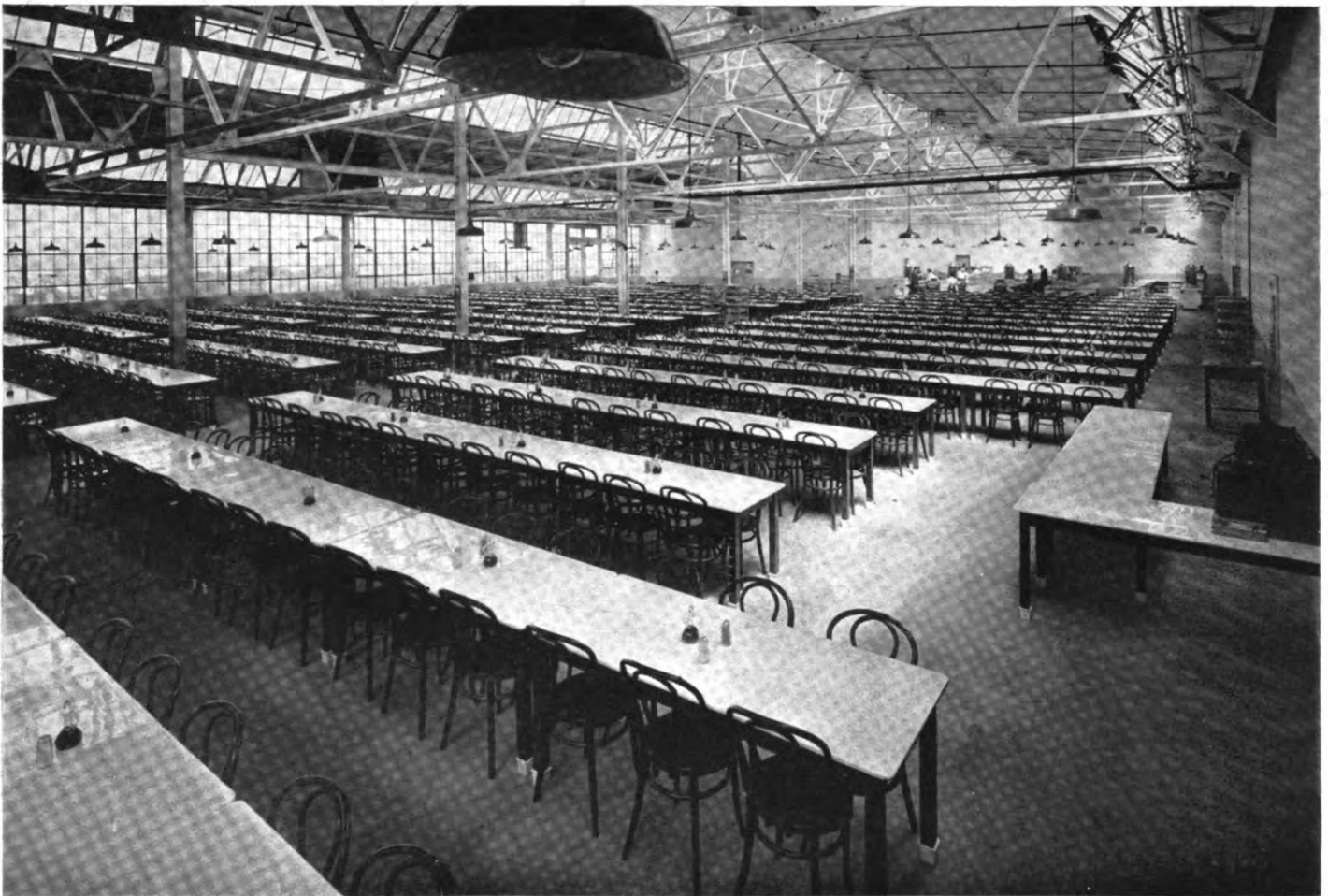
More Essex Space in N. Y.

On June 1st, the Hudson Motor Car Co. of N. Y. will take over the salesroom adjoining its present headquarters on Broadway. This additional space will be devoted to the display of Essex cars.



THE new home of the Crockett Automobile Co. in San Antonio, Tex., is one of the most artistic and beautiful buildings for the service and sale of motor cars to be found anywhere in the country. The salesroom is finished in white and provides a great surplus of space for the exhibit of Hudson and Essex models. A feature of the building is the beautifully decorated quarters in the service station for women patrons. Every convenience is provided for their comfort while waiting for their cars.

New Restaurant is Example of Factory Efficiency



AN example of the efficiency and completeness of equipment of the new building units on the Waterloo site is to be seen in the restaurant installed for the workers in Plant No. 2.

This is declared to be one of the largest cafeterias of its kind in the world, having a seating capacity of 1500 persons. Six serving lines enable this number to be served in twenty minutes.

The restaurant is finished in white with white topped tables. The ceiling is fifty feet high and one half of the roof can be opened for ventilation. The walls are two-thirds of glass construction, giving a great amount of light.

A modern refrigeration plant takes care of the needs of the kitchen, bakery and store room, besides making five tons of ice each day for use in the water coolers throughout the factory.

Dishes are washed, sterilized and dried in a conveyor dish washer and all pastry, pies, etc. are made in the bakery connected with the restaurant.

Food is purchased in large quantities, enabling the men to obtain their meals at the lowest possible price.

2 to 1 Bet is Won by Essex; Climbs Hill in "High"

THE confidence in the Essex inspired by its performance was shown recently when the Sessoms-Darling Motor Co., posted a wager of 2 to 1 that no other car in Andalusia, Ala., could climb the Butcher Pen Hill in high gear.

This wager was posted just after an Essex, which had just been unloaded, had been driven up this hill in high. The hill is the steepest in that section of the country. In times past other cars have made it in high, but never under the bad road conditions that prevailed during the test of the Essex.

The performance created a sensation and the wager of the Essex dealer was taken up by the dealer for another widely known car that cost several hundred dollars more than the Essex. It was \$100 to \$50.

The rival dealer made two trials but went

little further than half way. After the bet was lost, he took a third trial and failed in this also. Since then several other cars have tried but all have failed.

To prove that the feat was nothing extraordinary for an Essex, the hill was then climbed for the second time by an Essex which had been driven several thousand miles.

J. P. Couch is Promoted

J. P. Couch, for some time floor manager of the Imperial Motor Car Co., of Nashville, Tenn., has been appointed service manager of the same organization.

Essex Sedan is Driven 18,986 Miles in Taxi Service

H. H. Pollard, of Norfolk, Va., has driven his Essex Sedan 18,986 miles in the public hire business since last August.

This car has never been in a garage over night since it was put in service, the valves have never been ground or the carbon cleaned out.

Three different chauffeurs have been driving this car and at times it has had to run several thousand miles between greasing and oiling periods. Three of the original tires are still on the car in a usable condition.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JUNE 5, 1920

NUMBER 33

The Will to Win

THE captain's place is on the bridge of his ship," remarked a big distributor recently.

"It is his eyes that see, his brain that plans and his foresight that protects the property entrusted to his care.

"He is the captain because of his courage, originality, initiative and capacity for **THINKING BIG**.

"The difference between the captain and the stoker in the fire hole is small, for it lies only in the minds of the two.

"The stoker may have as much knowledge as the captain, but he lacks the force and self-confidence to translate it into action—he lacks **THE WILL TO WIN**.

"And so it is in business. The captains of business are those with the **FAITH, COURAGE AND SKILL** to plan ahead and the **ENERGY** to execute their plans — **THE CAPACITY TO THINK BIG**.

THIS is the day of great things, of unmatched opportunity for those with the **FORESIGHT** and **ENERGY** to seize it.

"To think in terms of a single sale, of the profit on one car is to fail to realize on the wonderful opportunities **NOW OPEN TO ALL ALIKE**.

"The day of hand-to-mouth selling has passed. Profit today comes from **VOLUME**, from **ORGANIZED SALES EFFORT**, from **COLLECTIVE SELLING**.

"The test of time has proved that one man with the initiative to conceive and the energy to execute an effective sales campaign can accomplish more in a day than a score of salesmen working alone could in a month.

"A hundred salesmen, for instance, might talk endurance for a year without arousing as much

interest or carrying the conviction of a single, dramatic, public demonstration of the same quality.

"Performance is the one unquestionable proof of the ability of any car. But merely to talk of performance is not enough. People believe what they see. They want to be shown and therefore it is necessary to **BACK UP WORDS WITH DEEDS** to get **QUICK RESULTS**.

TAKE three men with cars of equal ability.

"The first sells his car to the first comer and then sits down to wait for another. 'I'll sell 'em when I get 'em,' he wisely explains.

"The second uses his car for individual demonstrations long enough to take a couple of orders. Then he goes fishing. 'Wait until deliveries pick up,' is his alibi.

"But the third goes out alone and finds out for himself that his car actually will do things that no other car sold in his territory, regardless of price, will do.

"So he begins a series of **SPECTACULAR, PUBLIC DEMONSTRATIONS** to prove to **EVERYONE** in his community what he already knows. He does every 'stunt' any other car has ever done in his town and more.

"In a few days everyone is talking about his car. Buyers drop apparently from the skies, for he has interested the entire community and the **INDIVIDUAL SALES TAKE CARE OF THEMSELVES**.

"And soon this first man is selling the cars the first two might have sold if they had exercised his vision, judgment and foresight.

"Which shows that the big rewards are for those who realize on their possibilities, for the same opportunity is presented to all of us."

Essex is Driven 10,520 Miles by Owner Without "One Copper Cent" for Repairs

EACH passing day merely serves to emphasize the wonderful success scored by the Essex.

Each day adds to its list of triumphs, but its greatest achievement has been the record it has made in the hands of its owners.

It is a notable fact that those who have driven it the farthest and subjected it to the most abuse are the most enthusiastic in its praise.

Take the case of Edwin C. Keller, a retired capitalist of Highland Park, Ill., for instance. Mr. Keller bought the first Essex Sedan ever placed on display in Chicago.

This car had been driven 10,520 miles when it reached the H. O. Harrison branch at Oakland, Calif., a few weeks ago to have the valves reground. Regrinding the valves incurred the "first copper cent" of expense on the machine, to use Mr. Keller's own words, from the day it was bought. The original fabric tires were still on the car and looked good for many miles more.

"I have owned several automobiles," said Mr. Keller, "but this is the most economical, powerful and most dependable of them all. I have covered 7,000 miles with it in California, including the Sierra Nevada range and the Imperial Valley mountains and have never used low gear except in starting. It is seldom that even second gear is required.

"Its speed is about twice what I shall ever require. The gasoline mileage is about 16 miles to the gallon, including largely mountain travel, and it uses only a quart of oil to every 250 miles.

"My previous cars were large, costly machines—if I could not get another Essex Sedan, I would not trade it for all of them, laid before me brand new."

Just think of what it means to you to sell a car that makes friends like Mr. Keller! And this is not an exceptional case.

T. G. Holt, of Dublin, Ga., has driven his Essex 35,261 miles since Feb. 2, 1919. During all of this time it has not been necessary to replace a single part on the motor. Mr. Holt is unqualified in praise of his car and declared that he would not sell it for \$1200.

T. A. Pettis, of Fresno, Calif., is a contractor and has driven his Essex 24,300 miles. It has been subjected to the hardest kind of service, but three of the original tires are still on the car and two of them look as if they would run as far again. One tire has the original factory air.

An Essex owned by Mrs. G. E. Bowen, of Chattanooga, Tenn., has been driven 38,200 miles. This car, which is used in the rent service, is in use day and night and has cost its owner practically nothing in the way of repairs or adjustments, she reports.

The Day Taxicab Service of Lewis-



ton, Idaho, have an Essex which has covered 26,672 miles most of which has been hard country driving. It is in such demand because of its exceptional performance that

it is in service day and night. During one of the worst blizzards of the winter the Essex was on the streets for five days when every other car in service was tied up by the storm. Mr. Day reports this Essex is the most economical car he has ever operated and hopes to replace all of his other equipment with Essex cars.

Advertising the Best Form of Business Insurance

MR. VAN CAMP, the baked bean man, likewise the soup man, is dead sure on one mighty advertising fact. Let him tell it: "When I advertise I get the business. When I don't advertise I don't get it. Therefore I propose to keep on advertising."

He said the purpose of advertising is not only to make sales today but to pave the way for future growth and success.

You know it was not necessary for Hudson and Essex to spend \$2,000,000 in advertising to sell all the cars that could be built this year.

This vast sum is being expended to insure the continued success of all of the Big Family in the years to come.

"To win out," Woolworth said, "all that is necessary is to think one jump ahead of the other fellow."

Driveaway Pleases Owner

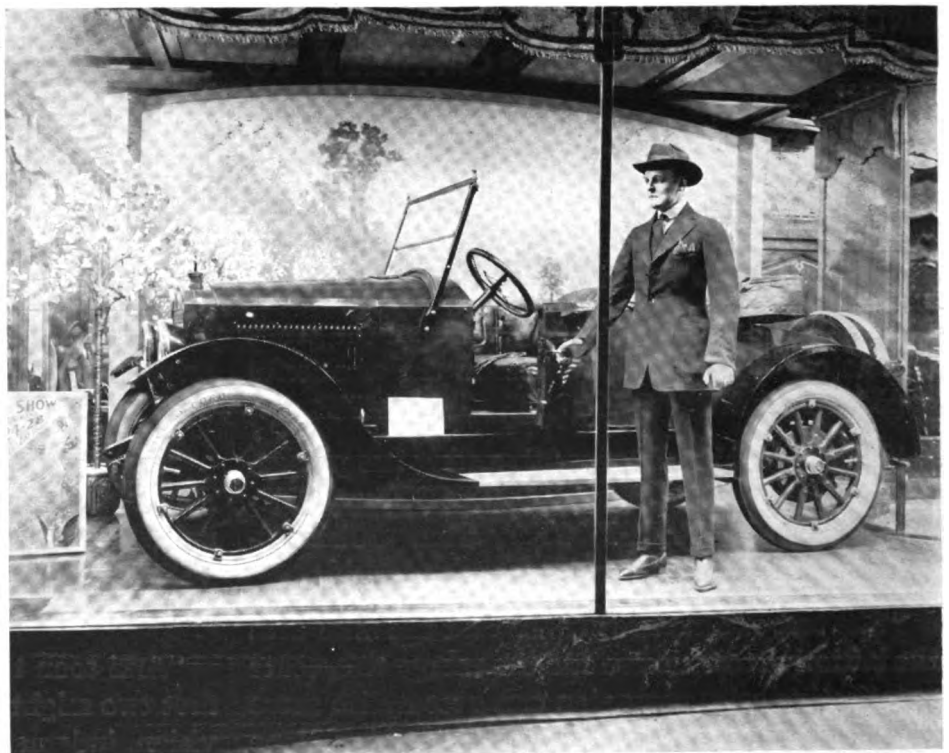
F. S. Habenicht, of Columbia, S. C., took delivery of his Hudson at the factory on May 12th, and drove it home, a distance of 1185 miles, averaging 14½ miles to the gallon of gasoline and covering the entire distance in high gear.

Maud Muller Motoring

Maud Muller on a summer's day
Was driving rather fast, they say,
The constable, who had a grudge,
Took her before the country judge.
The country judge, in surly tones,
Fined pretty Maud eleven bones.

—Kansas City Journal.

Maud stalled a while—hopped in the seat
And went a whizzing down the street.
Maud paid it not—said never more—
And stepped upon her Essex Four.
She knew she didn't have to mind,
And soon the "hicks" were far behind.
Now all this happened since the war
Because she drove a regular car.
—Butana Motor Company



THIS is the way the Hudson Sales Co., of Wichita, Kansas, displayed an Essex to advantage in the window of one of the most exclusive stores in Wichita. This store is centrally located and the display attracted much attention during the week of the automobile show there.

Veteran Hudson Hill Climber is Still in Service

AFTER winning the Spokesman-Review hill-climbing contest, aiding in carrying the war message for the army and navy departments from coast to coast in September, 1916, covering more than 20,000 miles as a demonstrator for the John Doran company, of Spokane, and then being used by Judge J. F. Ailshie for some thousands of miles, Hudson Super-Six H-20 has been retired.

It has been purchased by Clark Veatch, Hudson dealer at Coeur d'Alene, for his private use, Judge Ailshie having reluctantly traded it in on a new Hudson. It will be re-finished by Mr. Veatch in a way befitting its record and standing as one of the pioneer cars of the northwest.

"Apparently H-20 is still as powerful as when it left the factory five years ago," writes John Doran, "and our representative states that he has set a price of \$1400 on it or only \$125 less than the factory list when it was new."

Essex Covers 12,368 Miles

W. W. Foote, Essex dealer at Missouri Valley, Iowa, reports that V. A. McCormack has driven his Essex 12,368 miles on April 1st. Mr. McCormack is a contracting engineer and uses his car in his business daily, winter and summer. At the end of 11,000 miles he had it thoroughly gone over, but there was nothing to do except general cleaning, oiling and tightening up, according to Mr. Foote.

Used Essex Brings \$1340

The E. V. Stratton Motors Co., of Albany, N. Y., report that they have sold their original Essex demonstrator, No. A-5188, which was put in service Jan. 15th, 1919, and driven more than 16,000 miles, to J. W. Stott for \$1340. The same company also report the sale of a Model J Hudson Super-Six Speedster for \$1850, the original cost of which, with wire wheels, was \$1875.

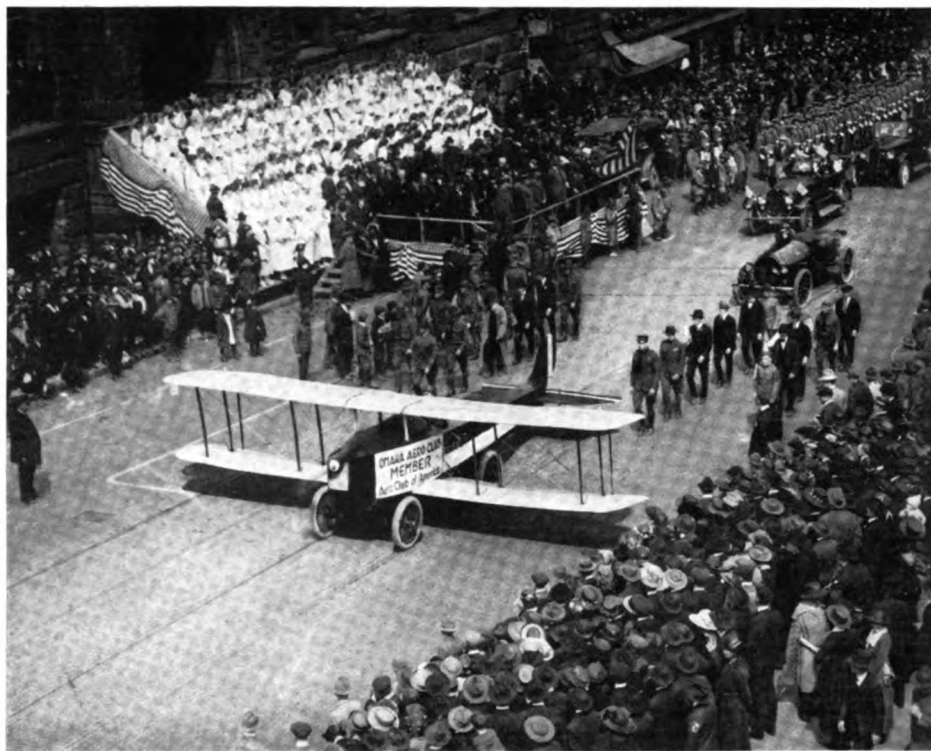
It Sells Itself

"I went to Big Springs recently to demonstrate the Essex to a prospect," writes J. C. Gaylor, Jr., of Midland, Texas. "The prospect took two of his friends along. Result—three Essex sales instead of one. And this is the second time this has happened to me."



A HUDSON Super-Six, which has been converted into a service wagon by Arnold Brothers, Sacramento, Calif. The rear seats have been removed to provide space for carrying equipment, and both the Hudson and Essex trade marks are prominently displayed on each side of the car.

"Flying Essex" Leads Great May Day Parade of the American Legion in Omaha



THE center of interest in the May Day Americanism Parade of the American Legion in Omaha, Neb., was Guy L. Smith's "Flying Essex" which led the procession.

Thousands of persons along the line of march cheered the car, which had been made into an exact replica of a bombing 'plane.

Driven by its own power it passed through streets almost blocked by crowds who thought it a real airplane until they caught sight of the distinctive red hexagon on its side.

Besides, every newspaper spoke of the Essex as the most distinctive feature of the parade and used pictures of it prominently on their first pages.

Gold Mine of Sales Ideas Is Found By Salesman In Old Issues of The Triangle

A SHORT time ago a service man who had been with the factory for some time decided that he wanted to go into sales work.

He went to a big distributor and was put on the territory because of his knowledge of service, but later was transferred to retail sales where he soon led all the other salesmen.

Asked how he did it, he said: "When I was at the factory I used to think *The Triangle* was 'bunk,' but now I read every issue from beginning to end and in addition constantly keep going over the back numbers.

"All of my most successful sales ideas have been dug out of issues of *The Triangle*. It has proved a veritable gold mine for me. In its pages may be found the record of the achievements of hundreds of successful men with details of how they achieved success.

"With such a fund of information available covering years of cumulative experience in selling automobiles, there is no reason why anyone should fail. The problems which we have to meet today and untangle have been met and solved often before—the ideas which make for success have been time-tested and proved in the great crucible of experience, until they have become basic rules for anyone who will adopt them.

"Others who have gone beyond us have discovered the things which puzzle and per-

plex us and have laid bare the remedy in hundreds of instances which may be read in present and past issues of *The Triangle*."

A file of back issues of *The Triangle* should be kept by every distributor and dealer and salesman. Binders for this purpose may be obtained by addressing the advertising department for \$1.50 each.

\$1700 for Used Essex

"We have noticed several stories in *The Triangle* regarding prices paid for used Essex cars," writes the Hudson-Downs Motor Co., Chillicothe, Mo., "but we think we have made a used Essex sale that beats any of them. It was the first Essex resold in this territory and it brought \$1700 after being driven more than 8,000 miles."

Doctor Likes His Essex

Dr. H. C. Coy, of Napoleon, O., has driven his Essex 4,150 miles with no mechanical attention whatsoever. Last winter the car was subjected to extremely hard usage and for two weeks the motor was never stopped long enough to get cool. He declares no other car he has ever owned has given him the satisfaction and ease of riding of his Essex.

Picture Helps Essex Owner to "Sell" His Friend

THE performance of the Essex is so wonderful that you have got to go out and show people what it will do before they will believe you and then it sells itself," declares Peter Holley, a silk manufacturer of Paterson, N. J., and an enthusiastic Essex owner.

Long after he received his car, Mr. Holley happened to pick up an Essex catalogue containing a picture of an Essex climbing Fort Lee Hill in the Palisades in high gear. Now he knew that particular hill and he also thought he knew his Essex. But, despite his implicit confidence in his car, he had not believed that it would make this grade.

"Well," he argued with himself, "another Essex must have made it in high or this picture would not be here. So if any Essex can do it, mine can too."

That settled the question as far as he was concerned until some time later he was telling a friend about the prowess of his Essex in the hope of inducing the friend to buy one too. During the conversation he mentioned that the Essex would climb Fort Lee Hill in high. His friend just laughed and declared no car built would do that.

To settle the question, both men jumped into Mr. Holley's car, drove to the top of Fort Lee Hill without changing from high. It was a most convincing demonstration, with the owner taking the part of an unpaid salesman; furthermore the sale was made on that one demonstration alone after all of his verbal arguments had failed.

There is a moral for salesmen in this story and it is that in selling the Essex, an ounce of "show 'em" is worth a pound of talk, for it proves that the Essex will sell itself if it is allowed to talk for itself.

Essex Makes New Records in Hands of Its Owners

Every additional day they are in service and every mile they are run only serves to emphasize the wonderful record being made by Essex cars in all parts of the country in the hands of their owners.

Take the case of Manuel Camara, of El Paso, Texas. Mr. Camara bought an Essex last August which he has since run 18,000 miles in the livery business without spending one cent for repairs.

Three of the original tire casings are still on the car which averages from 18 to 20 miles to the gallon of gasoline, according to Mr. Camara.

Then there is W. H. Bryand of St. Louis, Mo., who has driven his Essex 14,000 miles since last September.

"My car is in use every day for business purposes," he writes. "But the only item of expense has been cleaning out the carbon and grinding the valves once."

Patterson's Essex First Car Over Big Oak Flat Road

The Big Oak Flat road into the Yosemite Valley was opened the last week in May by A. H. Patterson of Stockton, Calif., in an Essex which cleared the way for the San Joaquin Auto Trades Association reliability run. It was the first car over the road this season.

The snow on the road this year was heavier than ever before. The date of the opening was postponed from May 15th to May 20th and then beyond that. Finally the Chamber of Commerce raised \$500 to open the road and Mr. Patterson was sent to the hills in his Essex with a crew of men.

The snow ranged in depth up to eight feet. It was bucked, shoveled and dynamited out of the way and before nightfall that day, the road was cleared and Mr. Patterson drove the first car into the valley over this route.

It's Easy to Drive Cars Away Now, but This is How the Roads Looked in April

Views Taken During 900 Mile Driveaway in April Blizzard and the New Home of the York Motor Sales Co., at Independence, Ia.



WITH the coming of summer and the consequent improvement in the roads, driveaways are becoming easier every day.

The above pictures give only an idea of the difficulties overcome by distributors and dealers in meeting the demand for Hudson and Essex cars in the early part of the year.

They were taken by E. A. York, of the York Motor Sales Co., Independence, Ia., who left the factory with a Hudson Sedan and a Four-Passenger Phaeton on April 3rd, to drive to Independence.

The first night on the road was spent at Toledo. The journey westward was resumed the next morning and shortly afterward the cars ran into one of the worst blizzards of the winter.

Railway traffic all over the central west was paralyzed for days, but the two Hudsons broke the trail from Bryant, O., to Valparaiso, Ind., for as many as thirty cars of different makes in a string behind them.

At times, according to Mr. York,

some of the other cars would try their luck at bucking the drifts, but they soon gave it up and the Hudsons would again go to the front and open the track where the rest would then follow.

The journey, 647 miles, was finished in a week, the cars arriving in the best of condition and without having had any delay due to mechanical adjustments.

Essex Only Car in Its Class Says Road Engineer

"One might say that the Essex is the best of its class if it were not for the fact that it is the only car in its class," writes W. A. Luey, of the Southern Improvement Co., Little Rock, Arkansas.

"It has very evidently been designed by engineers who know their business, and constructed by a concern whose plant, equipment and organization enable it to turn out a car of a high degree of mechanical perfection."

Used Essex Brings \$1600

"On May 22nd, we sold an Essex Phaeton which had been driven 5,000 miles as a demonstrator to Jay C. Allen, for \$1600," writes G. L. Small of the Nute Motor Co., Seattle. Mr. Allen is declared to be enthusiastic over his bargain and says that he would not sell his car for \$1800.

The Road to Success

(From Detroit Free Press)

There is no highway to success; but most people, nowadays, seem to think that they can avoid the old steep climb and go in a super-six.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JUNE 16, 1920

NUMBER 34

ESSEX WEEK

A Nation Wide Demonstration to Concentrate
Attention to Essex Performance,
Economy and Reliability

NO one questions Essex performance. It has established its leadership in every test that reveals the most wanted of car qualities.

But the records of a year ago are apt to become so familiar that we overlook their importance as a sales influence. Salesmen allow other thoughts to crowd out the big, exclusive and convincing argument which has caused nearly 40,000 owners to prefer the Essex as against any car.

Enthusiasm is generated by the enthusiasm of others. It is the most powerful influence in the world. It is the zeal which is responsible for religion. It is the patriotism of a nation. It is everything that makes for ambition and success. A word, a phrase, a slogan, has caused millions to champion a religion, a man or a product.

The life of every such movement is limited only by the continuance of that enthusiasm. But men frequently lose interest in the things they know so well and the world soon forgets.

Essex success is built upon its quality, of course, but its growth is the result of the way in which everyone has taken notice of what it has done to prove that quality. Salesmen take interest and conviction from these records. They communicate their enthusiasm to owners, the owners pass it on to the public, and the most successful car is the most talked of car.

It is to re-ignite and re-awaken that enthu-

siasm that this nation wide demonstration of Essex performances is to be made. It is to bring interest back to the superior and exclusive qualities of the Essex, to drive out the distractions that make salesmen less efficient and to take advantage of the help every owner can give toward making new buyers through their championship of the Essex.

Owners are of the greatest influence in interesting others. But they too, after a time, talk less about their car. And so this concentrated campaign to focus attention on the Essex is not made so much to establish new records as it is to establish new and keener interest in Essex performance. Even the old records take on a new value by re-establishing them, and by the creation of new ones in this nation wide movement, the Essex continues to be the most talked-of car.

By making a national demonstration covering within the same week every manner of performance that interests car owners, the event is made dramatic. It replaces distractions that may now occupy the salesmen's minds. It brings the owner's attention back to the value of his Essex. And it makes him enthusiastic to a degree that he praises his Essex to all who will listen.

Read in the following pages how you can make the Essex not only better known to your prospects, if you are a salesman, and better known in your territory, if you are a dealer, and at the same time make it nationally — *The Most Talked-of Car.*

ESSEX WEEK BEGINS JUNE 27th

Make an ESSEX Record

YOU KNOW the sales value every Essex performance achievement has been to you.

The publicity your efforts in this direction has obtained for you has resulted in many sales.

By joining with all Essex dealers in making similar proofs of performance, economy and reliability, what you do locally is made a thousand times more effective.

Read here suggestions of how you can announce your intentions of making these performances, how you can give Essex interest a new influence and how you can share in the cumulative advantage this week of Essex demonstrations.

Your showing of speed is made a thousand times more valuable because it is one of similar showings made during the same period by all Essex dealers.

Your hill climbing record becomes much more interesting when you can show that Essex holds similar marks on all the famous hills in the country, all made during the same week.

Your proofs of economy become more convincing because they are confirmed by the records in all localities.

It removes any thought that you have a special car, for there is established an appreciation of the average value and effectiveness of Essex quality.

Suggestions of Records That You Can Make

There are many things that can be done with an Essex in every locality. Here are a few suggestions:

Reliability and Economic upkeep are features many are interested in, to the exclusion of all other points. You can demonstrate this with an owner's car—the older the car the better.

Tests to demonstrate reliability and economy of upkeep, if done in a novel way, are the most attractive in many localities. First choose a car which has seen service, and which with a little attention and tuning up, will exemplify economy in tire mileage and engine reliability. Any owner of such a car will be glad to lend it for a few days if he has something provided for him to drive. Put such a car on the streets or territory for a week—advertise it—calling all interested to stop the car any time they wish to examine it or drive it—call attention to the tire miles—low upkeep cost, etc., and demonstrate the performance of the car for all who hail the driver and express a wish to ride in it. A car which has 12,000 to 15,000 miles on one set of tires will excite a lot of attention demonstrated and advertised in this way.

City-to-City Records are of local interest because many enthusiasts are familiar with the road and appreciate the merit of the performance regardless of the distance. This is the kind of a record to make at points where there is a previous record to break. Establishing a first record is not particularly interesting unless the road conditions are abnormal.

A train schedule can be bettered or some hitherto unsurmountable obstruction can be overcome, such as a trail route or mountain pass—some place an automobile has never before entered.

Where a city to city run is famous as being a record held by another make of car—have the Essex make a round trip instead of just bettering the one way run. If the run is a "one way" record over a period of three and one-half hours or so—put a car on the trip to make three round trips in 24 hours—always endeavor to show not only the ability for speed but particularly the ability to endure.

Hill Climbs offer excellent possibilities, both for "first time up" records and beating previous times. A hill climb coupled with an endurance test, speed trial and economy test—all done on the same gear ratio, makes a very striking demonstration—sufficient to satisfy individual opinions as to what constitutes supremacy in performance.

Circuit Runs over periods of 24 hours are excellent, provided there are not going to be objections raised by local authorities on the matter of speed.

The value of tests which prove that the life of the Essex is not limited cannot be over-emphasized. Fifty hours at Cincinnati was run to prove this. To show the same thing locally the previous records must always be beaten in such a way as to demonstrate that unexcelled endurance alone made it possible.

Non-Stop Runs are interesting. At the last Chicago show an Essex, painted white,

ran day and night for a week without the miss of an engine beat. It can be done again and excite just as much comment and interest.

Track Runs with roadsters or stripped chassis are advisable only in localities where the sporting instinct exercises the greatest influence over your customers and prospects. Competition must be strong enough to make a race interesting. Endurance or reliability tests on tracks are excellent wherever a large enough proportion of the population are of a sporting mind. Sometimes a demonstration of this kind is entirely novel and therefore to be recommended from that angle alone.

And here note well—the more service an Essex has seen, the better it runs. A little tightening up here and there, attention to lubrication, a few minor adjustments and you have a car which has already proven its reliability. This is the best kind of insurance with which to go into a contest.

To sum up, endeavor to do something new or startling—or to do something in a new way. Raise the other fellow's "ante"—Essex will do it. Success is enthusiasm and the ability to take infinite pains. Resourcefulness, enthusiasm and the Essex—and you can make everyone take notice!

Do not neglect the importance of planning your campaign with the sole idea of suiting the tastes of your prospects and owners. A nation-wide "Essex Week" on these lines will satisfy the world when the results are published.

It Will Make Everyone Talk Essex!

the Week of June 27th!

ESSEX WEEK, being a National Week in which all dealers will participate, your store front, the arrangement in the salesroom and the banners carried on your demonstrating cars should all bring attention to the campaign.

Give your store a gala appearance through stringing banners across the front and by placing signs on the windows; thus you attract attention as you frequently have when a new car or an important record is announced.

Here on this page are suggested copy for banners to be strung across the front of the store. The slogan, "Watch the Essex this week," as suggested in the illustrations for store and car banners will create curiosity. You should, if possible, notify all Essex owners of the demonstrations you and all dealers are making to prove Essex Performance, Economy and Reliability. A letter to the owners, an advertisement in the newspapers that you will make a demonstration of the Essex in whatever manner you determine will call attention to your activities.

Have Every Demonstration Impartially Observed

A newspaper representative, a representative of the local automobile club and other disinterested persons should be named as observers and asked to furnish a statement of the Essex performance.

Owners will take great interest in knowing that cars like they own are so emphatically proving their performance, economy and reliability.

You know your own market best. You know the kind of demonstration that will be the most convincing. If you think economy is of most importance, then arrange to show that the Essex is not only low in gasoline consumption, but that its oil requirements are small and don't fail to point out that oil is a considerable item in car operation cost.

Bring out reliability by establishing the Essex stability and freedom from mechanical attention. This can be proved in the runs for distance, etc.

Tire economy of course is proved in long service. Your owners can give you interesting figures in this connection.



PUT Up Signs — First, a large sign should be painted on canvas to go across the front of the salesroom. The Triangle artist shows here how the sign would appear on two typical salesroom fronts. The sign should not be less than six feet high, and it should be as large as possible to make and display. This sign should go up late Saturday night, June 26, so that it will be ready for the public on Sunday morning, June 27th.

Small signs should be painted on canvas to put on the sides and the back of all cars running about the territory during the week, especially those cars driven by salesmen, and anyone else connected with the Distributor's or Dealer's organization. Suggestions for such signs are offered in the illustrations.



If you should report the ten best tire-mileage records in your territory it would be of convincing interest.

The idea of the "Essex Week" is to not alone establish through records

what the Essex is capable of showing, but to awaken such interest among owners that they will come to your store to see what the "Essex Week" is all about and to encourage them to talk about their experiences. The

It Will Increase Your Essex Sales!

The week of June 27, if we all do our bit, will make new interest and new sales for Essex.

The fact that a distributor could go out after a year and repeat a stunt of this sort, and arouse the interest he did, is proof that you do not have to have something brand new each time.

**Wire the factory the results of all
your achievements.**

Distributors and dealers should keep each other posted during the week.

Send to the factory photographs of cars in action in various events.

Complete your program by July 2nd because of July 4th.

Advertising

The announcement advertisement for newspapers calling attention to **Essex Week** will be sent out from the factory ready to release to the papers on June 27th. With this will go numerous suggestions for small local advertisements to be run during the week.

Complete information as to the handling of the advertising and other details will go forward to distributors and dealers in a separate letter.



**WATCH
THE
ESSEX
THIS
WEEK**

Reproductions of this sign in poster size for salesroom windows will be mailed you. Your local sign painter can reproduce it for you wherever the space for such a sign offers itself.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JUNE 23, 1920

NUMBER 35

Essex Week Brings a Nation-Wide Response

Distributors and Dealers Enthusiastic; Pledge Full Co-Operation and Welcome the Opportunity to Demonstrate Essex Qualities

ON THE FIRST DAY following the announcement of Essex Week, telegrams began to come in from all parts of the country, every one a promise of hearty co-operation. This issue of *The Triangle* had to go to press, however, before many had even read of the plans for Essex Week, but if replies received the first day are a criterion, and they came from widely separated sections of the country, then Essex Week will be an even greater success than was anticipated. Here are the contents of a few telegrams:

"Delighted over Essex Week. Will go in with all the enthusiasm in the world. Our policy will be to hammer virtues that any automobile should have to render it most satisfactory to its owner. Economy, endurance, power and speed are the cardinal virtues and the Essex can excel all competition in all four."

"This section is famous for its hills. We are going to make Essex famous for climbing these hills. Count on our enthusiastic support and co-operation in helping to make Essex week a super-success."

"You can depend upon our complete co-operation Essex week."

"We will do our best to hang up some Essex records. You can count on our full co-operation."

"We will be glad to do our share to make Essex Week a success. Believe the idea will be productive of good results."

"We will heartily co-operate with you to make Essex Week a success."

"Congratulate you on nation-wide Essex demonstration. Will hold non-stop run throughout week to prove endurance, oil and gasoline economy. Will also stage spectacular hill climb stunts."

Are You Ready for Essex Week?



Talk ESSEX!

WHEN THE WORLD stops talking, the world forgets.

A book is only the best seller as long as people talk about it.

If Douglas Fairbanks stopped making pictures for a year some one else would inherit his popularity.

Few remember Nancy Hanks or Maud S.

There are plenty of people who have never seen or even heard of Denman Thompson and "The Old Homestead."

Irvin Cobb wrote a story—"The Thunderers of Silence"—that ran in the Post two years ago. In it he told how a nation, through its press and the closed lips of its citizens, so ignored a statesman that he was forgotten and his name passed into oblivion..

And so there may be people in your own com-

munity, large or small as it may be, who know nothing about the Essex.

You will grant there are plenty who know little beyond the fact that the Essex is a new car that has made good.

But they don't know all or a small fraction of the things you know about this car.

That is just why Essex Week was planned.

It is to make you and every one else connected with Essex talk about it.

The more people we can keep talking about the Essex, the easier it will be to sell Essex. There must be no let up.

Never a day should go by that you do not find an opportunity to tell someone the story of the Essex.

And as Essex Week starts, go over the things you



ESSEX this Week

Think ESSEX!

Know about the Essex, make a mental inventory of the talking points you employ when you set out to interest a prospect. Make sure that you haven't forgotten something.

Check over the things you know Essex has done:

The 50 Hour Run at Cincinnati when a new world's record was made—3037 miles at better than-a-mile-a-minute.

The hill climbs, the endurance runs—all the records you know the Essex has made.

Repeat the story of how Essex is built in the same great factory that turns out the Hudson Super-Six.

Show prospects how sturdily the Essex is constructed. Point out the refinements, the little things in Essex that are not found in any other car of its class.

What may be an old story to you will be new to some prospect you may have thought knew all about Essex.

Advertising doesn't always mean space in magazines and newspapers.

It is more than that. It is the way you drive your Essex, the way you keep it up, the impressions you allow another owner or prospect to gain from your Essex, that help or hinder your sales efforts.

Not only in your city but all over the land salesmen will be talking and thinking Essex this week. The more they talk, the harder they think about their work the easier it will be to get prospects interested.

Your publicity, your newspaper advertising, banners, posters all bear the slogan "Watch the ESSEX this Week." That is what people will be doing, but unless you Talk and Think Essex in words, deeds and action then there won't be anything to watch.

ESSEX Attracts Attention



Through Its Many Unusual Achievements

EVERY MAN, woman and child is interested in any unusual achievement.

The Essex is the most interesting car of the year because it has done the most unusual things.

Selling automobiles is largely influenced by the news that can be circulated about the car.

From the very first it has been its capacity to achieve the seemingly impossible that has centered interest on the Essex.

Its victory in the famous San Bernardino Hill Climb, its setting of a new 24 hour road record in Iowa, and the establishing of a new world's long distance endurance record at Cincinnati—all were news.

These with countless other spectacular feats in all sections of the country caught the attention of the public, aroused nation-wide interest and provoked endless discussion and even argument, and the result was that the Essex set a new world's sales record in its first year.

Essex Week will without doubt bring out more unusual achievements than have been recorded during the past year. The value of this week to every distributor and dealer will be immeasurable, the

benefit will be felt throughout the year, if every one does his part.

Plans of individual distributors and dealers are now well under way. One eastern distributor has wired briefly to the effect that among other things he will run two Essex cars during the week on a non-stop run. To attract attention he will paint the cars a bright red, with striping in white. The upholstery to be of red and white material.

Another plans a long non-stop run between two important cities where a road record is now held by another car.

At still another point, where two large cities are in close proximity to each other, the distributor will start a non-stop run for the week between the two cities giving free passenger service. The car will be covered with records, and at night illuminated with spot lights and special devices to attract attention.

In one state the distributor has set out to make a 150 mile circuit run over a rough and hilly course, in high gear.

Everywhere distributors and dealers are planning to make Essex more talked about than ever. They are going to accomplish things with the Essex that they never thought were possible.

The Essex has unrivaled ability for speed, hill climbing, acceleration, endurance and economy.

Other more costly cars may equal it in some particular, but no other car, regardless of price, possesses all of its advantages.

The Essex is an ALL AROUND car.

So every effort should be made to demonstrate its all around ability—for unless you do this you cannot do justice to the Essex.

Prove that you can use the standard Essex for ALL classes of work without detracting from its utility, economy and enduring qualities.

The Hudson Triangle

VOLUME IX
NUMBER 36

Watch the ESSEX Number

DETROIT
JULY 17, 1920

THE Work and the Spirit of the Work
that made all eyes Watch the Essex
was a broad and sweeping force---so strong that it was not
to be stayed or stemmed---because it was united. The
joint efforts of the many made the powerful whole.

Perhaps never before were you, in New England,
aware of the aid your brothers in the Rocky Mountain
district, in the Pacific slope and elsewhere throughout
the land, could give. Nor could you in Georgia and in
Texas, know to what degree of strength this widespread,
group action could rise.

Your own road-run or hill-climbing feat was height-
ened by the reports of what the Essex was doing in other
sections of the nation.

The *feeling* was present---the feeling that the Essex
everywhere was truly great. The thrill of elation that
each message brought was the same at the factory,
that each of you felt, as members of The
Family. The Factory knows,
and appreciates.

WATCH the ESSEX

THE ESSEX DID IT



ANYTHING, anywhere, that looked like a record, the Essex went right out and "busted," during the week of June 28 to July 3. Distributors and dealers in every state joined in this mighty, nation-wide demonstration of the Essex.

Brand new cars, right off the shipping dock, that had never been run anywhere, pierced their way through the night from Detroit to Chicago. Two of these cars set new records between the two cities—the first one doing the 303 miles in 8 hours, 18 minutes, and the second making the same trip in 8 hours, 28 minutes.

And in the crowd that gathered around the Chicago show rooms to see, there were half-a-dozen men who went in and said, "I want that car—the one that finished first."

IN the mountains of California, Washington, Montana and Colorado, in the Everglades of Florida, across the plains of Iowa and the sandy stretches of Texas and Oklahoma, through Missouri mud, through sections of Indiana, on Eastward to New York State and up into New England and Canada, Essex cars performed practically every known feat that would try the mettle of an automobile. Records were assaulted and shattered in every section of the country. In Virginia and in Georgia, Tennessee and Kentucky, in Wisconsin and Minnesota—everywhere, the Essex was Star, performing in the center of the stage—performing without make-up and performing beautifully.

Not one representative of the Essex hesitated to enter a car in hill-climbs, in non-stop motor

tests, in track or cross-country runs, in economy competitions nor in any other type of trial—no matter how severe—that would show the powers of this car.

IT was a bold, proud display of confidence—confidence that the Essex is right, throughout.

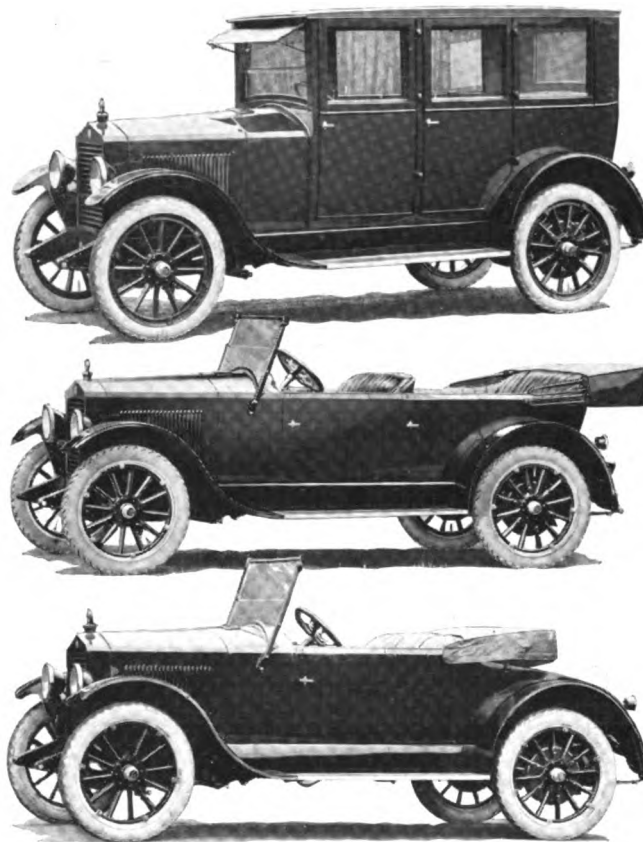
Essex Week was, of course, designed to arouse a new interest—and to very definitely fasten the attention of motorists throughout America upon this car and its abilities.

The measure of success attained by Essex Week must be increased sales. The scores are not all in, but we predict that those among you who went most enthusiastically into the Essex Week demonstration will show the greatest increase in sales.

If you do not make sales as the result of Essex Week, there is only one conclusion to be drawn—you have not full confidence in *yourself*.

THE enthusiasm of this great week swept aside all worry about "conditions," and "unrest," the attitude of the Federal Reserve Banks and what-not. The old Law of Supply and Demand is always working and Essex Week unquestionably stirred up and

crystalized the demand. The prospect wants an Essex now, just a little harder than he ever wanted it before. Sales resistance is at its lowest ebb. You have inspired confidence in the car. You have a market. We have no doubt what the results will be. We watched Essex week with the same enthusiasm that you did. We knew the Essex would shatter records everywhere. We have the same confidence you have—not only in the Essex product but in the whole family of Essex distributors and dealers.



WITHOUT special equipment or grooming these cars—many of them touching their wheels to public highways for the first time, others that had given service in the hands of owners up to as high as 38,000 miles—went forth and stood the most severe tests possible to devise. And they made Essex week a period of truly great achievement.

Complete Record of Essex Week Achievements

THE achievements of Essex Week are told in the following paragraphs as completely as space permits and as modestly as irresistible, swelling pride allows.

There has been no attempt to determine who did most nor who made the best showing, but to make as complete a record as possible.

A great many photographs have come in. They are still coming. That pleases *The Triangle* exceedingly. Let 'em come, say we! Those used in this number are practically in the order of their arrival.

If you did anything Essex Week and told the factory about it, by telegram or letter, you will find mention of it somewhere in the following joyous paragraphs.

HERE was a thrill for everybody who knows anything whatever about the roads between Detroit and Chicago in that message saying that Arthur Lee had driven a brand new Essex, just off the production line, the 303 miles from the Factory to 22nd Street and Michigan Ave., Chicago, in 8 hours, 18 minutes.



Lee's time, and also that of L. C. Morgan, driving a second brand new Essex, beat the time of a famous racing driver between these cities. Morgan's time was 8 hours, 28 minutes.

Seven cars started from the factory, a few minutes apart, Lee getting away shortly after midnight. The route was through Ypsilanti, Ann Arbor, Dexter, Chelsea, Jackson, Albion, Marshall, Battle Creek, Kalamazoo, Paw Paw, Lawrence, Hartford, Watervliet, Coloma, Benton Harbor, St. Joe, Galena, Three Oaks, New Buffalo, Michigan City, Gary, East Chicago, South Chicago.

Other drivers were Edward Dietrick, time 9:01; Bob Crandall, 9:42; E. Schubert, 10; A. Greenberg, 11:03. The seventh driver sideswiped a tree and was delayed, but finished the trip.

The run was made absolutely without police protection. Lee says he lost one hour and twenty-five minutes slowing down. He did not violate any speed regulations going through towns and villages. Only at one point, Gary, Ind., was permission arranged for the boys to "beat it." Shaver, the dealer at Gary fixed it. Lee's time ranged from 40 to 63 miles per hour. He made the last 109 miles of the trip in 108 minutes. He stopped twice, at Battle Creek and at St. Joe, for gas. The motor was not stopped at all.

"I took the first car off the dock, just as it was," said Lee. "I didn't even hear the motor run. The car didn't have a squeak or rattle after the trip, and a half-dozen men tried to buy the car the same day after it got noised about that we had broken the record."

Lee said that he was no more tired by his long ride than any person would be after doing any sort of work without rest or food for nearly nine hours.

H. O. Harrison collaborated with Harold L. Arnold of Los Angeles in a double round trip run, Angel City to 'Frisco. Harrison's Essex made the 846 miles in 33 hours, 29 minutes, averaging 25.6 m. p. h., and obtaining 23.02 miles per gallon. Newspapermen were official observers. Arnold's car was sealed in high gear; the radiator and hood also were sealed. It had previously traveled 28,000 miles. For the run of 878 miles, it averaged 22.8 miles per gallon.

The Essex wins Talloc Cup put up by the Sacramento Dealers Association for their first reliability run. Makes two hundred and 61 miles over the Sierra Nevada mountains against 19 entries, having the highest score for gas, mileage and water. Gasoline average for run 24.25 miles to the gallon.

In a non-stop run of 144 hours, 144 trips between Minneapolis and St. Paul were made, covering 1,731 miles, carrying 367 passengers and averaging 22.7 miles per gallon.

A. J. Bruett, an owner, made a road-run, Milwaukee to Madison, a distance of 90 miles over country roads in the rain, in 2 hours, 4 minutes. Mr. Bruett's car has been driven 38,000 miles before this run was attempted. Another fast trip from Milwaukee was that to Waukesha, 12.7 in 15.5 minutes. Clarence Thiele drove from Green Bay to Milwaukee, 127 miles, in 2 hours, 55 minutes. Thiele made the last 11 miles of his run in 12 minutes.

Alling & Miles, Rochester, sent an Essex from Rochester to Buffalo, thence to New York City and back to Rochester, a distance of 857 miles, in less than 24 hours, and averaging 17½ miles to the gallon of gas. Eight hours of this run was made in the rain on treacherous, wet roads.

The Botterill Automobile Company sent an Essex from Salt Lake City to Brighton, 28½ miles, in 52 minutes. This road includes a climb of 4,528 feet.

Dickinson Motors Company, Shreveport, La., turned an Essex loose on a vacant lot and let it do stunts, while another World's Wonder raced away to Marshall, Texas, over bad roads, 80 miles in 2 hours, 7 minutes.

Governor Officially Starts a Non-stop Run



Everybody in Salt Lake City watched the Essex during Essex Week, including the chief executive of the state of Utah.

It was Governor Bamberger who signed the seal for the speedometer and stepped on the starter which set the motor off for the 120 hour non-stop run put on under the auspices of the Botterill Auto Company.

Wabash Valley Motor Company, Lawrenceville, Ill., sent an Essex in a race with fast railroad trains from Evansville to Terre Haute, 118 miles by the road, in 3 hours, 11 minutes. The train takes 3 hours to make 109.4 miles. Ora Jeffords, an owner, accompanied by salesman William Jones, beat the Big 4 train by 5 minutes from Lawrenceville to Robinson, 24.8 miles. Time, 37 minutes. Essex also made Lawrenceville-Olney trip, 25 miles, including 6 miles through clay roads, in 35 minutes.

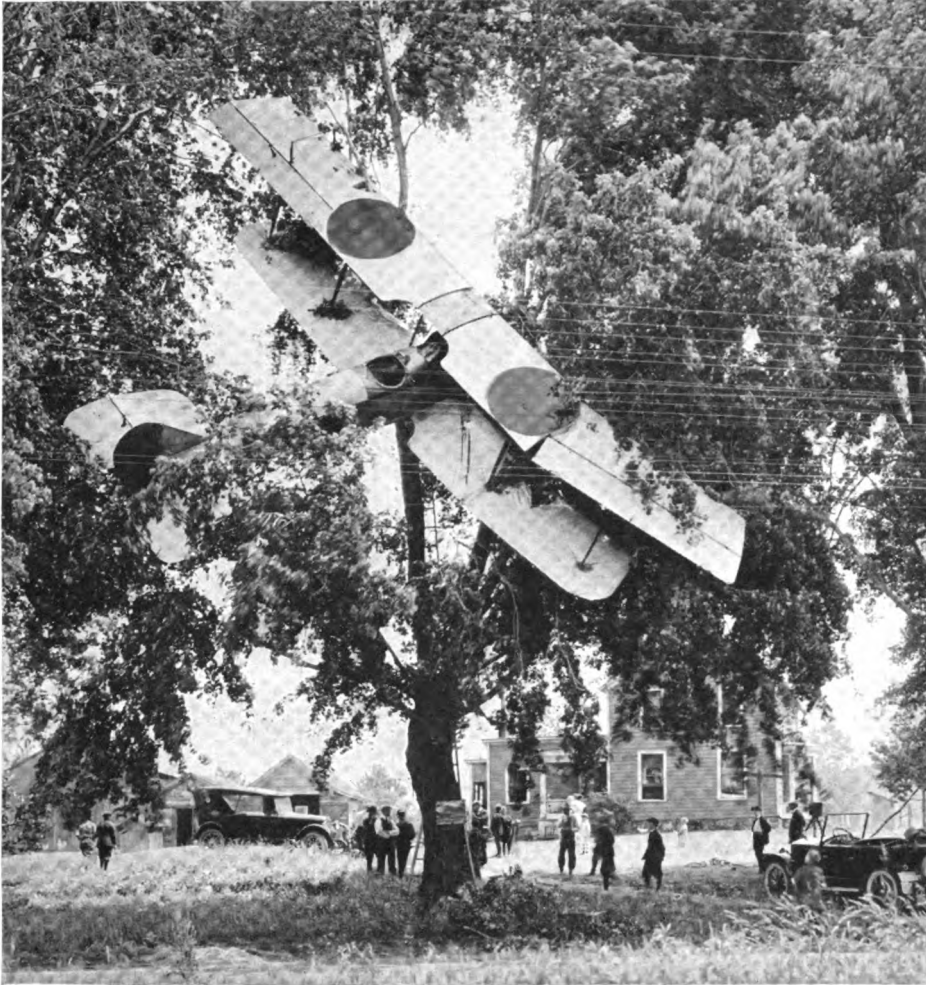
At Louisville, Ky., the Triangle Motors Co., staged a 240 hour non-stop run with a car that had 10,000 miles to its credit, making 3510 miles, using 221 gallons of gasoline, 7¼ quarts of oil, and six gallons of water in the radiator.

Sawyer Motor Co., of Asheville, No. Carolina, accomplishes feat of climbing Tabernacle Hill and turning into Cherry Street on high. It had never been done before "The Essex Did It."



THE HUDSON TRIANGLE

Essex Does a Little Life-Saving Stunt



WHILE every stunt possible was tried and accomplished during Essex Week, Rochester was the only one to figure in a life saving feat.

A race had been arranged near Rochester, New York, between an Essex driven by M. B. Grubb of Alling & Miles and an aeroplane owned by Floyd Marshall, Essex dealer at North Rose, accompanied by his wife.

The plane was to fly low to permit the taking of moving pictures of the race. At the start Marshall, in endeavoring to get a practically even start, circled; as he swung around, a bank of wind caught the plane and forced it into a tree leaving it suspended in the air at a 60 degree angle.

The Essex was hitting them off at 65 miles when, noticing the mishap, swung around and was first to reach the suspended aviators.

Not a sign of life was shown by the Marshalls and it was feared both had been seriously hurt. It developed, however, that the plane was so that the least motion would have sent it to the ground, a fact which Marshall figured. He and his passenger sat tight for the half hour before ladders could be secured from a distant farm house and they were helped down with barely a scratch. The plane was a complete wreck.

The movie operator caught the Essex rounding the curve with the plane above at the start, the plane as it was forced into the tree and the rescue of the Marshalls, as well as several other views.

Lloyd's Hill, longest in Fairfax County, Virginia, was negotiated in high gear as one of the stunts put on by J. M. Duncan, dealer at Alexandria, Va.

Over North Hill at 45 m. p. h., through heavy traffic from 15 miles per hour, and from 1 to 72 m. p. h. acceleration test is reported from the Bashaw Motor Sales Co., Akron, Ohio.

Roy Brooks of Athens, Ga., put the Little Green Car through crowded streets and country roads from Athens to Danielsville and return, a distance of 34 miles, in 31 minutes, 25 seconds, an average of 64.8 miles per hour.

Huey Motor Company of Cisco, Texas,

beats Cisco to Rising Star (44 miles) record by 38 minutes. Time 72 minutes.

With Phister at the wheel, the Essex is the first car to climb Horse Shoe Bend Hill at Ludlow Falls, Ohio, in high gear.

James Newman of Chattanooga, Tenn., climbs Lookout Mountain with one passenger, a 1700 foot rise in 2.5 miles, in high gear.

The "Wonder Car" climbs Mt. Maury over barren rocks at Columbia, Tenn., averaging 21.75 miles per gallon of gasoline in run.

Taylor Mitchell, Jr., presided at the wheel of an Essex sealed in high-gear on a road run, from Atlanta to Tallahassee, Fla., 320 miles.

Time, 8 hours, 15 minutes. James Andrews made a round trip, Atlanta to Macon, averaging 40 m. p. h. The Atlanta folks also put an Essex to the top of Stone Mountain, an elevation of 1700 feet, with 45 degree grades.

Harry Mathews had a motorcycle traffic cop following him for 10 miles on his Cincinnati-Toledo run, and had to hold the Eager Essex down to 26 m. p. h. However, he finally shook the Law and finished the round trip run of 390 miles in 12 hours, 23 minutes. The car was in high gear all the way. Cincinnati also put on a hill-climb, negotiating the Sycamore Street Grade, 1,760 feet in 28.1 seconds—a high gear triumph.

E. W. Williams of Bennington, Vt., circles Mt. Anthony in high gear.

An Essex beat the best train time, Grand Rapids, Michigan, to Detroit, doing the 164 miles in 4 hours, 11 minutes, which is 5 minutes faster than the train makes it. The run started at the Pantlind Hotel, Grand Rapids, and finished at the Statler, Detroit.

The oldest Essex in Colorado, with 22,000 miles to its credit, made 3,828 miles in Botterill's 6-day non-stop event. Moreover, it carried a crate of 288 eggs during this ceaseless journey. The eggs were strapped to the rear seat. Only 40 were cracked at the end of the run.

An Essex in the exceedingly strenuous rent-car business, previously driven 19,000 miles, tackled a high-gear hill climb test at El Paso, Texas. It went over the top of the North Station Street Hill at the rate of 49 miles per hour.

E. V. Stratton decided that there was no better way of putting the Essex through her paces than a high-gear run through the Adirondacks from Albany to Montreal. Despite heavy fogs in the mountain the car beat the fastest train, doing the run of 221.6 miles in 6 hours, 51 minutes.

At Amarillo, Texas, Tony Chisum put on a non-stop motor run for 36 hours. When the time was up, the speedometer showed that 1,287.8 miles had been covered. The car used in the test had been previously driven 28,000 miles.

Takes White Mountain Passes in High Gear



FROM Manchester, N. H., over the White Mountains to the Canadian boundary and return, climbing three famous passes—Crawford Notch, Dixville Notch, Pinkham Notch enroute, a distance of 414 miles, in 10 hours, 54 minutes, in high gear is another notable achievement of Essex Week.

The car was driven by W. E. Strobel and Arthur Guay of the Manchester Auto Company, with two newspaper men as observers, and had seen 12,300 miles of service.

The gasoline consumption during the trip averaged 16¼ miles to the gallon while the average rate of speed was 38 miles per hour.

Drivers and observers say the time could have been lowered considerably if speed regulations had not been strictly adhered to in the 23 towns through which they passed.

Observer Amazed at Essex Performance in High-Gear Test

(Here is a remarkable story of a remarkable performance of an Essex car. It is part of a letter written by Roy Mason of the George Batten Company, New York, to the Hudson Motor Car Company of New York, following a trip on June 29 from New York to Poughkeepsie and return.)

By ROY MASON

THE sign on the side of the car read: "This Essex running from New York to Poughkeepsie and return every day this week locked in high gear. Can your car?" All the other gears, even reverse, had been removed, so that the car had to be pushed backward by hand to get clear of the other cars at the curb for a start.

Carey, the chauffeur, seemed to be an extremely reticent and conservative man. I fell into conversation with him, and extracted by degrees the facts that he had been driving cars of all descriptions both in this country and abroad for the last twenty years, that he had served two years in the Tank Corps during the war, and (late in the afternoon) that he had once driven a mile in 38 1-5 seconds at Ormond Beach. He seemed so detached, reserved, and impersonal in his attitude towards the particular car that he was driving at the moment that I ventured to ask him what he thought of the Essex.

"After you reach Poughkeepsie," he said, and stopped. He seemed to reflect during a long pause, and then concluded: "You'll say she's a wonder."

We started at 10:10 o'clock in the morning, and I noticed from the odometer that the car had already been driven more than 11,112 miles. I also observed that as we were running up the steep, long winding hills, at Ossining, Harmon, Sleepy Hollow, Garrison and other points along the Albany Post Road, the car consistently gained in speed.

At the bottom of this hill my attention was attracted by a clashing, grinding sound from a car just ahead of us.

"He's changing gears," observed Carey grimly.

Then, although the foot of the hill was at a sharp turn so we had no chance to gather speed, we went on up on our single gear, high, passing the motorist who had shifted his gears.

There was a motometer on the radiator. Although it was a terrifically hot day ending in the worst thunderstorm that New York has seen this season, the thermometer failed to rise at the top of the longest hills on high, but remained at the medium notch.

At Peekskill, where we stopped for a minute, a crowd gathered around us, attracted by the sign, and made incredulous comments until they looked inside the car and were astonished to see that we had neither low, intermediate or reverse gears.

We reached Poughkeepsie, seventy-five and a fraction miles from New York at 12:50 P. M., and started on the return trip in about twenty minutes. At the Country Hill Hotel, 26 miles from Poughkeepsie, where we stopped for lunch, a curious crowd from the half dozen big cars that were waiting there gathered around us. Some of them said that they had to go into second speed, and some into first, to get up the hills on the road before us. All said that they were unable to climb them on high.

But the crowning achievement of the car on this trip was still before us. On a long winding hill where the road was being repaired between Croton and Harmon a road mending machine which was loading a heavy truck blocked the way completely. We had to come to a full stop on an extremely rough road up a fairly steep hill. We waited there about five minutes, and other cars banked up behind us. I glanced apprehensively at Carey who said nothing. Finally the big

motor truck lumbered slowly away, Carey let in the clutch, and we moved off smoothly with the procession from a complete standstill.

Even the impersonal Carey was moved to enthusiasm.

"That's the most remarkable thing I've ever done on high," he said. "She's a wonder."

During this trip of more than 150 miles on high not one of the Essex's cylinders missed once. I commented on this to Carey.

"No. And they aren't going to miss," he said. "She's a wonder."

Permit me to say that I agree with Carey.

Cal Messner, of Phoenix, Ariz., thinks he now holds the world's record for a Sedan since the finish of his seven-day non-stop motor run. This car made 3199 miles, at 22 2-5 miles per gallon of gasoline, used 11 quarts of oil and 11 quarts of water. The thermometer showed about 112 degrees. The run included the mountainous route to Roosevelt Dam and many miles of very rough Arizona roads.



In the above scene H. O. Harrison, San Francisco, is all smiles while William L. Hughson, president of the San Francisco Motor Car Dealers' Association congratulates Driver Kuhn on the remarkable economy run he made in an Essex on a round trip to Los Angeles.

Below is Harold L. Arnold's SX Arrow which made the same sort of trip, starting from Los Angeles. In the background is the big 'Frisco Auditorium where the Democratic National Convention was in session when the Arrow arrived. A couple of delegates cheered.



Takes Cincinnati's Steepest Hill on High



Climbing Sycamore Hill, the steepest hill in Cincinnati, in high, was one of the feats put on by the Charles Schieff Motor Company during Essex Week.

The car was stationed at the foot of the 13% grade and carried various passengers to the summit. The photograph shows Al Hohneck of the Schieff Motor Company with an interested passenger.

Wildam Fution of North Adams, Mass., with 4 passengers, beats time of daily express train more than 1/2 hour each way on 340 mile run from North Adams to Hudson Sales Company, 61st and Broadway, New York, and return, in car that had seen 3,500 miles of service. Elapsed time for trip was 10 hours and 50 minutes, actual driving time 9 hours, with an average of 18 miles to gallon of gasoline.

Jack Brodhead breaks record from Decatur to Springfield, Ill., by 5 minutes and 57 seconds. Time for the 42.3 miles is 49 minutes and 3 seconds. Also gets 34 1/2 miles to the gallon of gasoline on economy test.

J. H. Obrian pilots the Essex over the top of Perry Hill, Oswego, N. Y., at 51 miles per hour. Best previous record was 42 miles.

In an economy run put on at Tampa, Fla., under the observation of newspaper men, the Essex went 23 miles on a measured gallon of gasoline, in addition to the following acceleration tests from a standing start: 40 miles in 9 1-5 seconds and 65 in 34 4-5 seconds and attained a speed of 68 miles an hour.

J. W. Tasker, Plattsburg dealer, in a mountain road run through the Adirondack Mountains, where he was forced to climb 2,200 feet in 16 miles, make two detours, navigate 2 miles through fields, does 171 miles in 4 hours and 18 minutes on 10 3/4 gallons of gasoline.

An Essex at Nashville distinguished itself by being the first car to climb to the top of Fort Negly, negotiating an unbroken trail to the summit of this famous civil war battle ground.

Omaha witnessed the Essex in a consistent economy test, covering 207.3 miles on six gallons of gasoline. The record, day-by-day follows: Monday 30.5 m. p. g., Tuesday, 31.9 m. p. g., Wednesday, 34.2 m. p. g., Thursday, 35.8 m. p. g., Friday, 36.5 m. p. g., Saturday, 38.4 m. p. g.

The McClelland-Gentry Co., beat the best time of record between Oklahoma City and Tulsa by 9 minutes. Distance, 135 miles. Time, 3:19 1/2, averaging 40.8 m. p. h.

G. T. Hunter makes Springfield, Mo., to Joplin with the Essex, a distance of 89 miles, in 2 hours and 9 minutes.

THE HUDSON TRIANGLE

William Jones, Essex salesman, Ora Jeffords and an owner left Lawrenceville, Ill., at 5:00 P. M. the afternoon of June 30, at the same time the best "Big Four" passenger train pulled out, and drove to Robinson, Ill., in 37 min., leading the train by 5 minutes. The road mileage is 24.8 miles—half dirt roads and six miles fresh graded roads, necessitating running part way in second gear.

A. E. Willis, at Danville, Ky., drove a touring car with windshield and top up 19½ miles on one gallon of gas over rough and hilly country roads.

Essex only car to ever climb Highland Hill at Steelton, Pa., in high gear. Goes over top at 10 miles per hour.

Stoughton's Garage of Whitefield, N. H., puts Essex to summit of Mt. Washington from Glen House in record time of thirty-eight minutes. Car carried two passengers and encountered eight miles of washout roads in ascent.

Bill Wiles, one of Dad Tuebner's boys located at Lauringburg, N. C., with the Essex, captures the 2, 5 and 10 mile races held on the ½ mile track of the Fayetteville Fair Grounds, from large field of entries.

In a race on a half mile track near Tulsa the Essex sets the pace making one mile in 1 minute, 14 4-5 seconds. In run from Tulsa to Sapulpa, Essex proves its worth by doing the 14 miles in 14½ minutes, bettering the old record by 5½ minutes. Also makes Tulsa to Sand Springs in 11 minutes, distance 8½ miles.

The Essex again makes them all sit up by making the run from Yakima, Wash., to Seattle one hour, 44 minutes faster than the Northwest Ltd., the crack Northern Pacific train. The run over the Cascade Mountains was made at an average speed of 36.48 miles per hour. The Essex's time for the run being 4 hours, 56 minutes for the 180.1 miles.

An Essex which had seen 10,000 miles of service climbs Marin Avenue Hill, Berkeley, Calif., in 2 minutes, 11.5 seconds. This hill has 11 separate grades and is 85-100 of a mile long. Last stretch is unpaved and very rough.

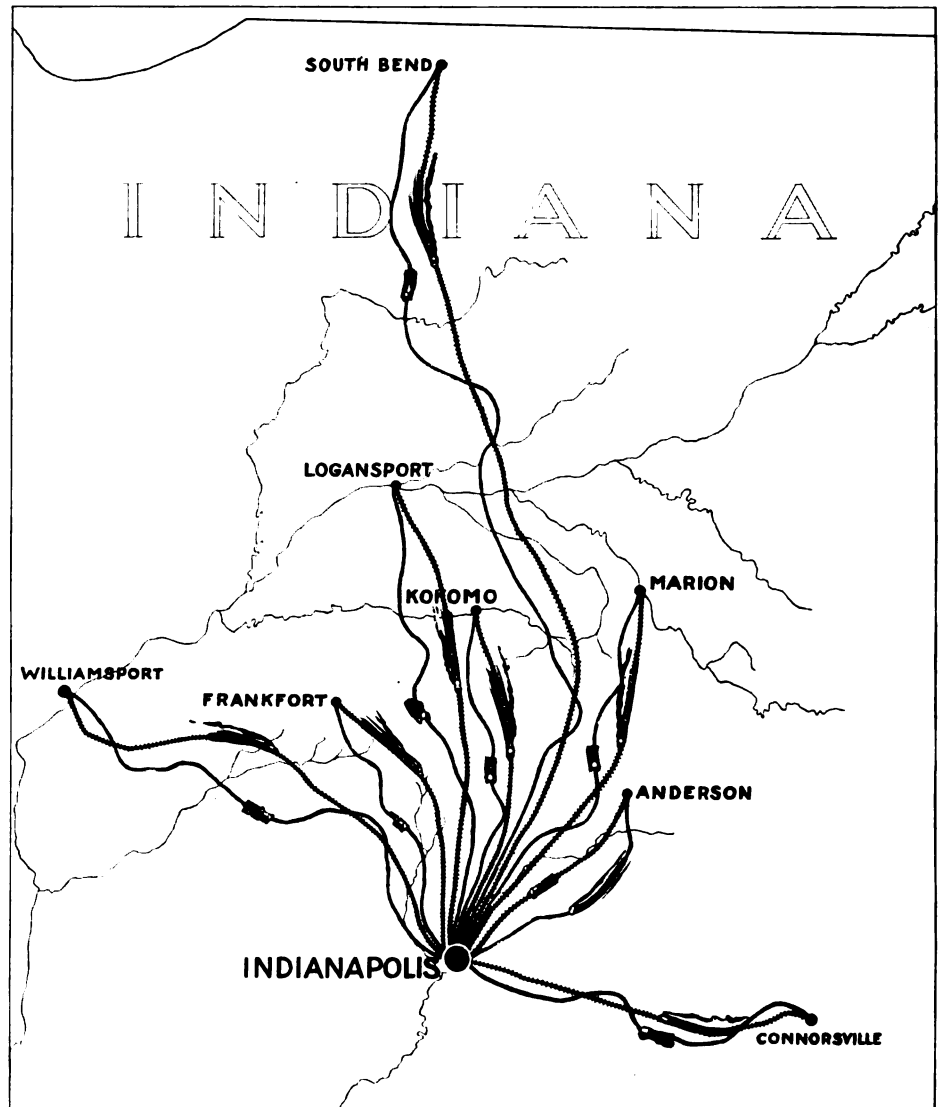
At Portland, Ore., an Essex owned by E. F. Sennell performed consistently over city traffic and mountain roads, getting an average of 26.3 miles per gallon of gasoline.

A. H. Patterson with 3 passengers is first to pilot a car officially over Abbotts Pass and Tioga Pass, two of the highest passes in Nevada and California. These roads rise to elevations of 9,000 and 9,441 feet, respectively. This feat was accomplished in a run from Stockton, California to Minden, Nevada, through a blinding snow. The tourists stopped at Minden over night, then set out for Mona Lake where Tioga was surmounted and they returned to Stockton. The entire trip of 432.8 miles was done in less than 24 hours, while 28 gallons of gasoline and 3 pints of oil were consumed by the Essex on the journey.

\$1550 For Used Essex

"We noticed in a recent issue of *The Triangle* where an Essex was sold for \$1300 after being driven 9,000 miles and another for \$1500 after being driven 10,000 miles," writes Chas. Green, Essex representative at Eureka, Calif. "We agree that these are good prices for used cars, but we have a record that will surpass either one of these. After driving our demonstrator 10,261 miles on the roughest roads in northern California, we sold it for \$1550 which, goes to show the value of the Essex."

All R. V. Law Did Essex Week Was Just Beat the Best Trains In Indiana



R. V. Law of Indianapolis wasn't at all satisfied with the idea of merely beating a train. He was determined to beat all the trains in Indiana—that is, not every little milk train or freighter, but every train that made any claims for speed.

So he picked out eight cities in various parts of the state, started for Indianapolis with the best trains and skinned 'em all but one—from Connorsville, which run was over atrocious roads.

Here is a tabulation of the defeated choo-choos, the boys who won the races and all about the affair in concise form:

Driver	Starting Point	Train	Train Time	Distance	Essex Time
Boswell	South Bend	Pennsylvania	4 Hrs.	159 Mi.	3:07 Min.
Marquis	Marion	Big "4"	2:18	76.9	1:59
Hawkins	Logansport	Pennsylvania	2:05	85.7	1:44
Norris	Frankfort	Pennsylvania	1:12	43.2	1 Hr.
Prophet	Anderson	Big "4"	1 Hr.	41.6	50 Min.
Van Reed	Williamsport	Wab. & Big "4"	3:15	85.7	2:46
P. Seward	Kokomo	Wab. & Big "4"	2:03	52.2	1:19
Powell	Connorsville	C. I. & W.	1:20	69	1:35

Each of the boys carried from two to five passengers.

Not content with this, R. V. decided that there were some other towns in Indiana that should be visited and so he put an Essex on a high-gear run from Indianapolis to Franklin, Columbus, Nashville, Bloomington, Steinsville, Gosport, Martinsville and return. This circuit covered 173 miles and the car averaged 35 miles per hour on the trip.

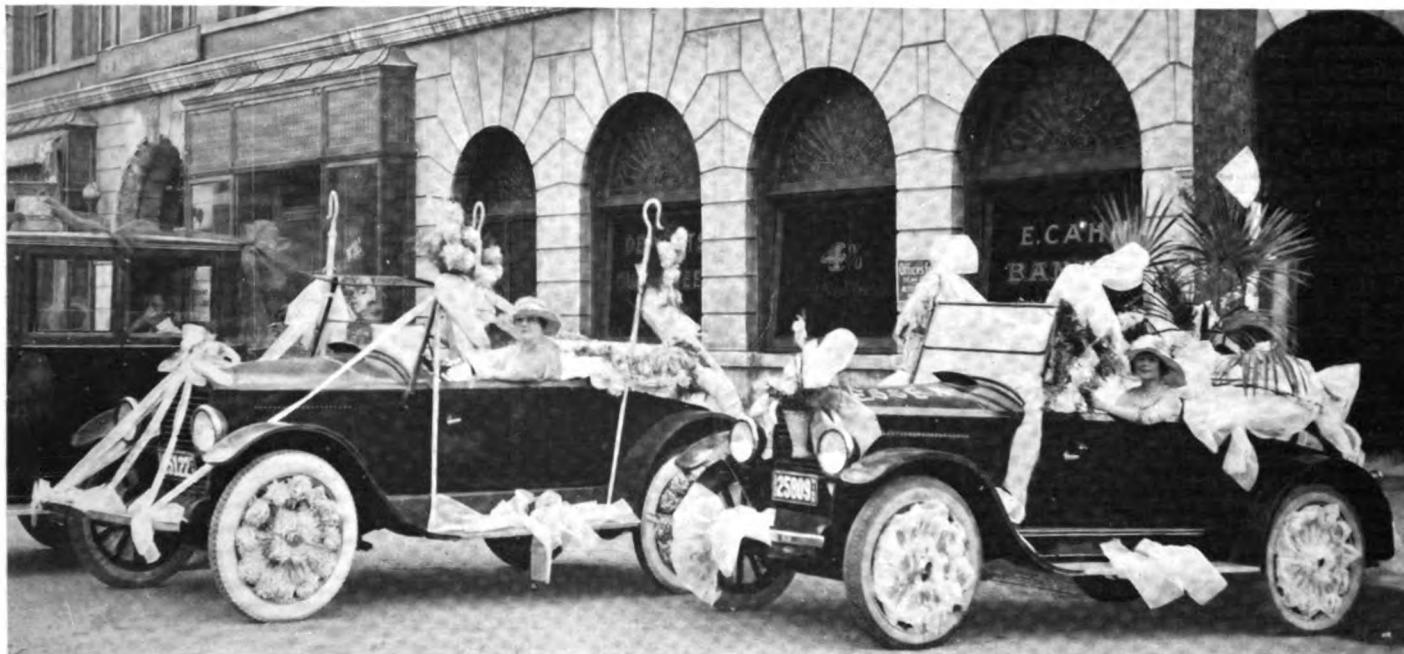
Over rough roads and through considerable traffic, Essex goes from Greenville, S. C., to Traveler's Rest, a distance of 9 miles in 10 minutes.

McAustin Motor Co., of Greenville, in mountain run economy test of 65 miles with oldest car in state, averages 20 miles to gallon of gasoline, notwithstanding car went through mud up to hub for 12 miles.

With Albert Donmeyer and Leo Timmons driving, the Essex makes Colorado Springs to Salina, Kans., a distance of 471 miles, in 10 hours and 36 minutes, an average speed of 44.4 miles per hour.

Normandin-Campen Company with Essex are first to climb Sierra Grade, the steepest grade in Santa Clara County, California, a distance of 3.8 miles, in high gear.

Bostick Goes In for Beauty Contest in Parade at Meridian



The Bostick Auto Company, Meridian, Miss., gave an artistic touch to Essex Week by putting on a parade and offering a prize for the most attractively decorated car. About 85 per cent of the Essex owners in Meridian were in the parade and the Bostick Company says that the

only reason they did not have the other 15 per cent was that they were out of the city. The photograph shows the prize winners, and from the looks of them we say that if any members of the Essex family of Meridian were out of the city they were "unlucky cusses".

J. S. HARRINGTON deals in dozens. Came Essex week and Harrington of Springfield, Mass., collaborating with his brother, D. H. Harrington of the Harrington-Hudson Co., of Hartford, Conn., collected twenty-four (two dozen, count 'em!) Essex, and launched a wholesale economy run. Every one of the cars finished with a perfect record.

J. S. has a belief that Springfield is a pretty slick town. He is so strong for Springfield that he thinks even the Essex, which is famous for its impartiality, would perform better for a resident of Springfield than for a resident of some other place of less importance and perfection as a town—Hartford, Conn., for instance.

"No such thing!" retorted J. D. "Any Essex knows that Hartford is much superior to Springfield."

So each of the brothers set out to prove his point. Prizes for economy scores were offered to Essex owners and drivers in the run.

Two routes were chosen—one from Springfield to Greenfield and over the Mohawk Trail to North Adams, Mass., thence south through a number of towns to Hartford, a distance of 215 miles. The first dozen took this route. Route No. 2 went from Springfield to Rockville, Conn., thence by way of the shore to Hartford, a distance of 217 miles.

The winners were C. S. Frost of Springfield, \$25; E. Pendleton, representing Fred Schmidt, Westfield Essex dealer, \$75; Fred Loomis, an owner, Wilmarctic, \$100. Loomis made the best mileage, 24 m. p. g., which, if you figure it that way, makes Wilmarctic a better town than either Springfield or Hartford.

However, it was found that the cars from Springfield averaged 18.9 miles per gallon, while those from Hartford averaged 18.6 miles per gallon.

At Calgary, Alberta, Lampkin wins light car race, 2 miles, and Hougahl takes Canadian Sweepstakes, 7½ miles on ½ mile dirt track. Crowd of 32,000 witness event. Hougahl's time, 8 minutes, 56 seconds, 50.5 m. p. h.

The Plane Won But Kirk Is Satisfied



HERE is a story on Essex Week in which the Essex did not break a record or win a race, but everyone concerned is satisfied including A. E. Kirk of Hutchinson, Kansas, who was responsible for the event.

A. E. figured that to make things really interesting in his section, he would stack an Essex up against an aeroplane during the "Big Week." He did—and the Essex almost won, notwithstanding the fact that it had to pass through two villages, turn nineteen

corners and cross six railroads while its opponent, a Laird aeroplane, sailed through the air. Merle Wilson was at the wheel of the Essex. W. A. Burke piloted the plane.

The race was from Wichita to Hutchinson, a distance of fifty-six miles, which the Essex made in sixty-two minutes and ten seconds, fifty seconds behind the aeroplane.

We agree with A. E. and say he ought to be satisfied. Being fifty seconds behind a biplane in a race of fifty-six miles is going some.

ESSEX Week in Texas was a big one. In addition to the new world's dirt track record of 1261 miles in 24 hours hung up by Bill Melaun in a car that had seen 12,000 miles of service, the following triumphs are recorded in the "Lone Star" state.

In Morris's 168-hour non-stop run at Dallas an Essex registered 1731.3 miles.

In an economy run at Bonham 27.2 miles was traveled on a single gallon of gasoline.

W. S. Presley did taxi service at Bowie during the entire week, giving lifts to weary citizens and making friends.

The Fain Bender Company of Fort Worth, made a run to Waco and return, a distance of 202¼ miles, in 4 hours, 35 minutes, 30 seconds.

Essex pulls 3½-ton truck with an Essex attached on behind, a total of 19,000 pounds, through the highways and by-ways of Hillsboro.

Hyatt, Craft Motor Company, of Mineral Springs, makes 3-mile straightway in 2 minutes, 38 seconds.

Essex averages 20 miles to gallon of gas on 48 hour non-stop at Terrell.

Lloyd Weaver Auto Co., Wichita Falls, used an Essex fitted with plate glass hood on the streets during the day and on their salesroom floor at night, allowing it to run in a circle without the engine being stopped. The crowd at times became so dense that traffic was suspended. A run was also made from Wichita Falls to Archer City, over rutty oil field roads, a distance of 61 miles in 1 hour, 22 minutes.

"The National Capitol certainly must know about this," said Harry J. Schwartz, Columbus, Ohio, when things began to pop Essex Week. So he staged a road run from the Capitol of Ohio to Washington. A car that had been run 16,000 miles made the trip of 402 miles, despite rains and heavy fog, through the mountains, in less than seventeen hours. The round trip took not quite 29 hours. P. Mitchell and Don Clifton piloted the Essex enroute, to the tune of 15 miles per gallon.

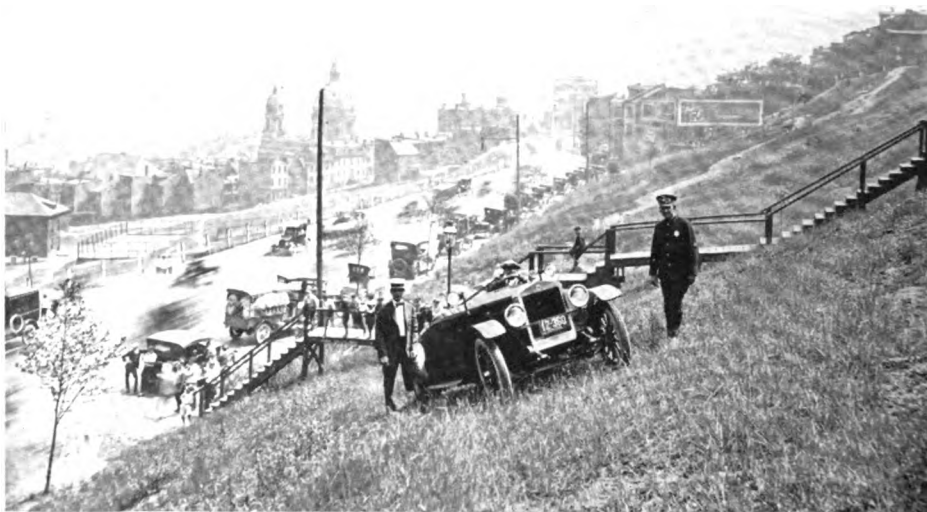
The A. A. A. has been asked to make official the Essex dirt track record for the 24-hour run at Dallas driven by Bill Melaun and Fred Melaun. These boys beat the best previous official record by 37 minutes and if the A. A. A. finds everything in connection with the run O. K., here will be another world's record for the Essex. The distance covered was 1,261 miles, at the rate of 52.5 miles per hour.

Des Moines entered two cars in a six-day run. One of these was No. 250, which had been driven 26,000 miles. This Essex carried 503 passengers, made 917 stops and at the finish tore off a measured mile in 60½ seconds. The mileage for the six days was 2,694. Car number 7946, doing the same stunt, carried 1,099 passengers, made 1,220 stops, and at the finish made a measured mile in 60 seconds, flat. The car traveled 2,122 miles in the six days. Another burst of speed was recorded when an Essex made a run from the Northwestern railroad station, Tama, to the N. W. station in Des Moines, 94½ miles, in two hours and six minutes, including 17 minutes that was lost while changing a tire.

The Lambert-Hudson folks at Baltimore put a Sedan that had done 15,000 miles on its original tires into a steady run of 144 hours. The car covered 2,225 miles and got an average of 20¼ miles per gallon of gasoline.

The Erwin M. Jennings Co., showed Connecticut folks what the Essex could do to their hills. Four cars were sent up Long Hill, New Haven, and they ranged from 47 to 48 m. p. h. at the top of the climb. On Southington Mountain, at Waterbury, the cars finished at from 41 to 42 m. p. h. On Sport Hill, Bridgeport, the four cars went over the top at the rates of 52, 56, 57 and 60 miles per hour.

The Essex Treats 'Em Rough—Those Pittsburgh Hills



"The hills are right here, and we'll climb 'em," said Eddie Bald, Pittsburg distributor, when figuring out how to more than ever drive home the value of the Essex to "Smoky City" motorists during Essex Week.

Harry Taylor was put at the wheel of an Essex Roadster and told to go show them.

His first feat was to go over the Perrysville Avenue Extension in high. The first time it has ever been done by a four cylinder car. Next came Negley Avenue Hill. Taylor was over the top at 28 miles an hour.

He then shot down Bigelow Boulevard where he again showed its hill climbing ability on the famous slope that rises above the boulevard, leaving the Smoky City's prize drive in the background.

Acceleration tests and hill-climbing stunts kept the eyes of Charleston on the Essex during the Big Week. Charlie Midelburg sent the touring car against Southside Hill, Edgewood Drive, Cemetery Hill and Capitol Hill. High gear, of course, and over the top at 40 m. p. h. to 55 m. p. h. The Essex also speeded up from 4 m. p. h. to 55 m. p. h. within the limits of a standard city block, and up to 65 m. p. h. in a block and a half.

New Orleans saw an Essex in a 10-hour economy test perform at the rate of 23.7 miles per gallon.

Gates Mill Hill, the longest and steepest young mountain in the state of Ohio, was an easy mark for the Essex, which went over the top in high gear at 45 m. p. h. and 20 miles per gallon.

The Bacon-Ryerson Company, Jacksonville, Fla., staged a run of 80 miles over the worst road in the South, from Jacksonville to Waycross Highway, in 2 hours, 25 minutes.

In a run from Toronto to Niagara Falls. Essex travels the 93 miles in 1 hour, 56 min. The last 49 miles of road is very bad. Passed through 20 towns where speed limit is 20 m. p. h.

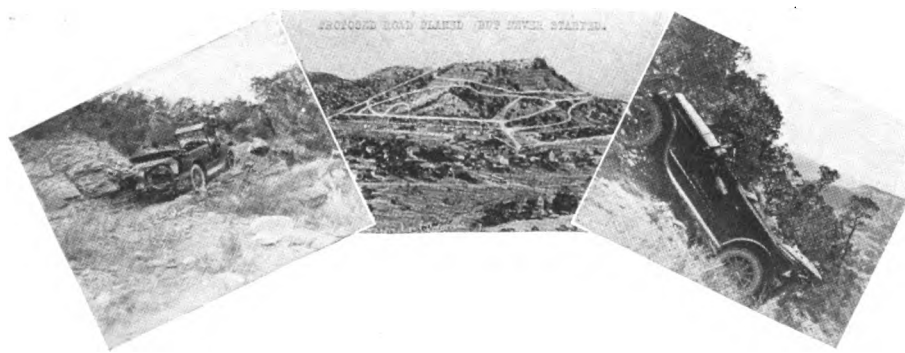
C. E. Wright & Company, Norfolk, Va., made a non-stop run of 168 hours, covering 2,488 miles with a car previously driven 7,472 miles. This run averaged 15.6 miles per gallon.

William Steinhart, Crockett Auto Company, San Antonio, sent an Essex over the twisting, hilly road from San Antonio to Medina Lake, 30.2 miles, in 36 minutes, 10 seconds; returning in 38 minutes. In an economy run—San Francisco to Austin and return, 166 miles, with an average of 25½ m. p. g.

Three cars were sent out on 150 mile round trip runs from New York, all locked in high gear and with gear shift levers removed. All finished beautifully. One car traveled the north shore of Long Island, another went to Delaware Water Gap and return and the third journeyed to Poughkeepsie and back.

H. H. Loughridge, an owner who received delivery of his Essex on May 7, 1919, drove from Lincoln to Hastings, 106 miles, in 2 hours, 4½ minutes, making 27 towns and 14 bad crossings. A 36-hour non-stop run also was made over hills and newly graded roads, scoring 784 miles, and averaging 18 miles per gallon of gas.

Essex is the First Car to Climb to Top of Simpson's Rest



If they never watched the Essex before, the population of Trinidad, Colorado will from now on as the result of the Essex climb to the top of Simpson's Rest during Essex Week.

"We'll show 'em," said the Trinidad Motor Sales Company, Essex dealers, when skeptics said, "No siree, it can't be did."

The hill in question rises and curves high above Trinidad. Roads to the top have been proposed but never started. To reach the top a wagon trail (if it could be called that) had to be traversed.

Well the long and the short of it was that the Trinidad Motor Sales Company went out and did it, adding another achievement to those being piled up in all sections of the country.

You Can't Stop the Essex by Lifting it Off the Ground



You might say, off hand, that even if the car did run 34 hours at 60 miles per hour, it wouldn't get anywhere, in that jacked-up condition. On the contrary, however, it got everybody in Buffalo talking Essex. The car ran the hands right off the clock and E. G. Oliver had to get another sign (shown at the right of the clock.) It might be snorting away yet, except for the fact that the police came around at the 34th hour and said, "That's enough. We're convinced." The scene is laid on the sidewalk in front of the Hudson-Oliver Motor Co. place in Main Street, Buffalo. An exhaust pipe extended ten feet high from the hood, and the crowd attracted, both pedestrians and people in cars, extended for six blocks—so thick, in fact, that E. G. had to go out the alley entrance in order to get to a telegraph shop and notify us.

Oakland Learns from Harrison Bulletins

DURING the big week the H. O. Harrison Co., Oakland, California, employed a unique and effective bulletin service to give publicity to the feats of the little "wonder car." A huge canvas sign in the shape of the Essex radiator monogram was placed at the top center of the plate-glass front of the Hudson-Essex salesroom in the big new building of the company, with various designs of pennants in different colors flanking it on each side. The pennants were numbered and given geographical locations. Across the lower part of the window frontage was arranged a line of radiator monogram placards provided by the factory. As messages were received by wire telling of Essex exploits, bulletins were posted between the lower placards. Underneath the large top monogram was placed a triangle-shaped pennant telling of the Essex lowering the record held since January by a multi-cylinder car on the difficult Marin avenue grade in Berkeley.

The John Doran Company, staged a road run, Spokane to Seattle, setting a new record of 10 hours, 20 minutes for the 333 miles; actual running time, 9 hours, 27 minutes. Drivers, R. W. Evans, F. J. MacDonald and H. E. Wright. W. L. Michaelson drove from Spokane to Odessa, 76.7 miles, in 1 hour, 36 minutes. I. B. Neill drove Bonner's Ferry to Spokane, 108.6 miles, over very poor roads, in 2 hours, 43 minutes.

With car locked in high gear, Stamford, Conn., owner makes seven of the most difficult hills near and in Stamford.

A circuit run of 24 hours saw an Essex make the 407 miles from Lynchburg through Richmond, Charlottesville, Staunton, Lexington, Roanoke and back to Lynchburg in 17 hours and 24 minutes. Also the Virginia Motors Co., Roanoke, sent an Essex that had previously run 16,000 miles to the top of Mill Mountain, a three-mile trip, in 6 minutes, 52.25 seconds. There is a rise of 935 feet in the last two miles of this road.

Statesville, North Carolina, dealer, makes Hickory, No. Carolina, a distance of 37.2 miles, in 45 minutes.

Whittaker Motor Sales Co., completes circuit run starting from Decatur through Clinton, Monticello, Tuscola, Charleston, Mattoon, Sullivan, Shelbyville, Paoa and Taylorville, 257.5 miles, in 6 hours, 43 minutes. An average speed of 40.05 miles per hour. Gasoline average 17.1 miles to the gallon.

The Essex is first to pull 35th Street Hill, Washington, D. C., in high gear. Also pulls Tilden Street Hill in high, from standing start. Same car tows a 6-ton truck, loaded, 16 blocks uphill.

Cornelius Auto Company of Curtis, Wis., makes Curtis to Butternut Lake, through three towns, a distance of 110 miles, in 2 hours and 5 minutes.

Hall Motor Co., of New Philadelphia, Ohio, goes to 50 miles per hour in 19 seconds from standing start on acceleration test; also makes 28.9 miles on measured gallon of gasoline.

AMONG others, ladies and gentlemen, the famous "Rim o' The World." This famous hill at San Bernardino has been tackled by the best of them and it's a proud car that holds the record for it. The Essex which went over the 8.8 miles of sheer climb in 17 minutes, 23 seconds, is the same car that won first in its class and second against the entire field last year in competition with two "8s", one "6" and three four cylinder cars.

During the Big Week the Essex made seven practice runs, each time lowering its record of last year and in three out of seven trials made better time than any car that has ever climbed to the summit of this famous course.

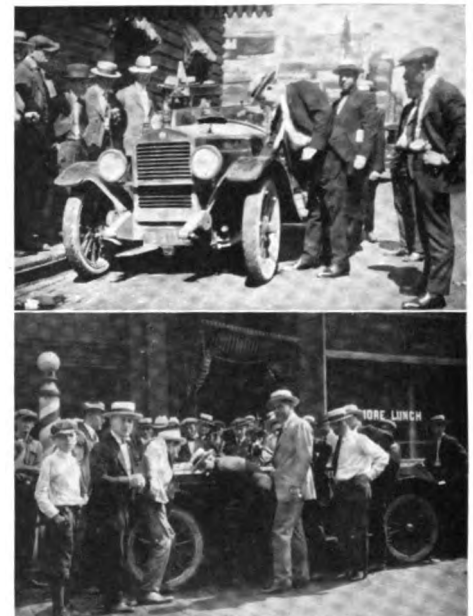
Harold L. Arnold, of Los Angeles, has applied for sanction to the A. A. A., and will conduct an official test to put a clincher on the record.

F. J. O'Hara of Spalding, Neb., put the Essex, with 4 passengers, up to 50 miles per hour from standing start in 32.1-10 seconds. Also puts Essex up grade of 7 feet to the mile in 4 minutes flat on rough country roads.

A prominent Nebraska woman drove an Essex with several passengers over good and bad roads from Lincoln to Hastings, Nebraska, 109 miles, averaging better than 28 miles to the gallon of gasoline.

F. C. Phister climbs Ft. Ancient Hill, Dayton, Ohio, in high.

Mayor Schreiber, of Toledo, Acts as Starter



"The Essex was a revelation to us all," is the word received from the Toledo Hudson-Essex Company at the completion of their 168 hour non-stop run on July 5th.

The hood of the car was sealed by Mayor Schreiber of Toledo, Monday, June 28th, who sent it away on its long "grind."

The motor was stopped by Vice-Mayor Kilbury with the speedometer registering 3,722½ miles, the average mileage per hour being 22.15 miles per hour. The gasoline consumption was 16.9 miles to a gallon while 408 miles was made to a gallon of oil.

In its trip the car covered the northwestern portion of Ohio, calls being made on the various dealers, over rough country roads, through city traffic, in fact every condition was encountered.

The car was driven by different drivers recruited from the sales and service force of the Toledo Company.

Essex Goes In and Wins After a Bad Spill

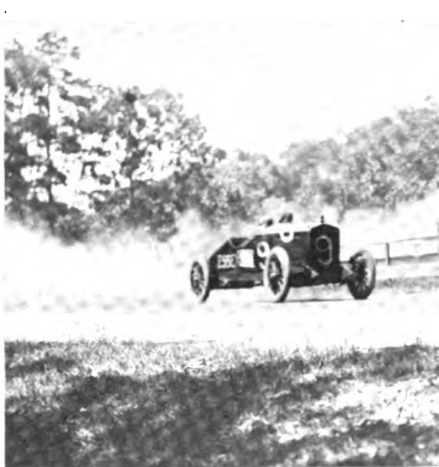


A "spill" in which two wheels were smashed and a steering column sent to the junk heap failed to stop the Essex from showing its heels to the field in races near Emporia, Kansas, on July 5th.

The driver of an Essex entered by the Dale Hollister Motor Company, made the fatal mistake of looking back as he was passing the leading car on a bad turn in the first race on a program of three events and the car turned over. The driver was unhurt.

Quick work got the car back on the track in 45 minutes, in time to win the feature event of the day—the ten mile free for all—in 12 min., 2 sec.

Wells Takes Home Two Cups



Robert F. Wells of Stony Brook, New York, added a couple of more silver cups to his already large collection as the result of the driving of Gumbus in the Riverhead Long Island races July 5th.

Wells turned the car over to Gumbus at the track and said "There she is, now go in and win." He did, capturing the five and twenty-five mile events without a single mechanical adjustment.

Gumbus's time for the five mile event was six minutes, thirty-six seconds, while the Essex shows its heels to the field in the feature event by making the twenty-five miles in thirty-five minutes, thirty-one and a half seconds.

Essex does 6 miles in 6 minutes, 30 seconds, an average of 55.56 miles per hour, over choppy roads from Horicon, Wisc., to Juneau to catch a train.

W. H. Martin of Horicon with 4 passengers in 100 mile run, part of which was on railroad track, makes time of 3 hours, 20 minutes, on 5 gallons of gas.

Roy Work, in acceleration test at East Liverpool, goes to 66 miles from standing start in 4/10 minute.

ESSEX Week has stretched out into a fortnight in Alberta, Canada. A wire dated July 11, arrives just as *The Triangle* is dashing off to press, saying that cars driven by Haughdahl and Tompkins won seven events in the fourth annual automobile race meet at Edmonton on July 10. Haughdahl won the Midnight Sun Sweepstakes—the only race ever held by the light of the midnight sun. Visitors from as far as Nome, Alaska, watched the event. Tompkins won the Dominion Sweepstakes, 15 laps of a half-mile track, in 8 minutes, 46 seconds.

Knoxville, Tenn., has a real hill in Main Street, from Central Avenue to Gay. The Essex pulled it in high gear—and was first to conquer.

Waters Motor Company Macon, Ga., Kept Car Going 2 Weeks, 28 Min.

If anybody, anywhere, ever made a longer non-stop motor run than the Waters Motor Company, Macon, Ga., we certainly never heard of it. It looks very much as if the car that ran Essex Week, then another week, then 28 minutes more—or a total of 336 hours and 28 minutes—in and about Macon had established a world's record.

At the end of six days Waters wired that the engine was running beautifully—so beautifully, apparently, that he hated to stop it. At the end of 12 days, it was still running just as beautifully, but Waters was very tired. He said so in his wire to the factory.

As we go to press we do not have the complete details, but we certainly wish that this remarkable run could have been observed by A. A. A. officials. The Waters company has the enthusiastic congratulations of the Factory and, we feel sure, of the whole Essex Distributor-dealer organization.

Dad Tuebner drives from Winston-Salem, N. C., to Mountairy, 45.4 miles, over steep, mountain, sand-clay road in 1 hour, 33 minutes. Pfaff, one of Dad's boys, beat this, doing the run in one hour, 31 minutes. Martin, driving oldest Essex in North Carolina, makes it in 1 hour, 25 minutes, beating both of them.

Baldinger in roadster with one passenger and full camp outfit makes Holdridge to Hastings, Nebr., a distance of 63 miles, in 1 hour, 28 minutes.

The Essex goes over the top of Corkscrew Hill at Janesville, Ohio, at 35 miles per hour in high gear. This is the highest point in the state of Ohio.

Acting Governor Starts Egg-Carrying Car



Acting Governor Stephan, of Colorado, sealing the case of eggs carried on the rear seat of the oldest Essex in Colorado throughout its six-days-and-six-nights endurance run over country roads.

Goes for a Swim in the Creek that Staged the Johnstown Flood



Stonycreek, which was mainly responsible for the classic Johnstown Flood, placidly submitted while an Essex played motor boat and romped up and down its course. The Johnstown Daily Tribune tells about the antics of the Essex, in the following, clipped from the issue of July 2:

FIVE men who took trips down the middle of Stonycreek River in an automobile yesterday afternoon assert that there is no mystery about the name of the stream since the automobile went bouncing over the stony bed, splashing water in heavy sheets from the rear and fanning a fine mist ahead. D. H. Rogers, of the Pollock-Swartz Motor Company, Iron and Station streets, was demonstrating an Essex touring car.

Early in the afternoon C. F. Pollock, rode with Mr. Rogers and they made a very successful trip down the middle of the Stonycreek River, taking the water at the old Beulah Ford above the Franklin street bridge and going beyond the bend below, making a return trip through the water. Someone had remarked that an Essex would go anywhere man could go if the way was wide enough and they were testing the strength of the assertion.

Encouraged by the successful trip of Mr. Pollock, E. C. Dittenhafer, of Pittsburg, and C. F. Ogden, of 247 Tioga street, both representatives of the Goodyear Tire Company, and Earl Conaway, a Tribune reporter, were persuaded to take an automobile ride in the river. Ten minutes later they were marooned on a rock with water high above the wheels of the car. Hundreds of pedestrians stopped on Franklin street bridge and gazed down at the car almost submerged in the murky waters below.

The car dashed down the slope at the old ferry and plunged into the waters of the Stonycreek in a most determined manner. It dashed uncertainly along over the boulders of the bottom, passing under the bridge and heading for a point far down stream. As Mr. Rogers swung the car away from a huge boulder he suddenly drove it into a hole at the edge of which the car straddled another huge boulder. And here the car stopped. For some time the reputation of the Essex was hanging on a slender thread. Though the engine kept running, the rear wheels would not respond with traction.

By lifting a removable section of the floor in the rear of the car, the cause of the trouble could be seen. The driving rods were resting



on the boulder and the rear wheels were off the river bed. The car had been jammed over the rock and the differential casing, catching on the rock, had made it impossible to proceed farther. Three nuts had been ground off the casing and a third was about to join the three on the bottom of the river. There was water several inches deep in the car, the exhaust was submerged, the gas tank was under water, the tool box filled—everywhere there was water except on the seats.

Gradually the boulder was pried from beneath the rods and the trouble was at an end. The car plunged forward, reached the stony slope at the edge, mounted it, turned, drove back into the water and retraced its tracks up the river on its own power. Beneath the bridge it was stopped in midstream and the water was drained from the carburetor, Mr. Rogers climbing on the mud guard to reach it. The remainder of the trip to shore was made easily. The car took the steep hill at the old fording and was driven back to the Pollock-Swartz garage.

A 12-Year-Old Miss Wins Essex in Big Philadelphia Guessing Bout

A YOUTHFUL Philadelphian, Miss Edna Duttke, is such an extra good guesser, that she is now the proud possessor of an Essex car. Edna, who is twelve years old, guessed that the two cars entered by the Gomery-Schwartz Motor Car Company of Philadelphia in their 168-hour non-stop run would cover a grand total of 3,301.7 miles.

That is the distance the two cars traveled, at any rate, and Miss Edna's guess was the nearest out of more than 30,000 estimates sent in and she got the prize.

Both cars finished the run in perfect condition without any sort of mechanical adjustment having been made. The two cars were driven in and about Philadelphia doing all manner of stunts that would attract the attention of the populace.

The estimating contest aroused great excitement and interest in the car and provided the Gomery-Schwartz Company with a nice list of good live prospects.

Many of the contestants became so enthusiastic over the idea of owning an Essex that they determined to buy, if they could not win the car by guessing—and of course the Gomery-Schwartz folk are always eager to oblige.

Four Round Trips Boston To Ft. Kent in Six Days

Four complete round trips from Boston to Fort Kent, Me., on the Canadian border, and two complete non-stop runs of 2041 miles and 2011 miles were made by an Essex in the Henley-Kimball Company's six day run. Following the second non-stop trip the car made 129 miles back toward Ft. Kent, totaling 4081 miles in the six days.

The car on its third and fourth trips averaged 34.2 and 37.2 miles per hour. The drivers battled for 30 hours through mud and heavy rain. F. A. Ordway of the Henley-Kimball Company claims all records broken between Boston and Portland, Bangor, Houlton, and Ft. Kent.

A second car made an economy run of 3686 miles in the 6 days and averaged 19 miles per gallon of gas, and a third climbed every difficult hill in the Boston territory.

Bemb-Robinson Gives Essex Away In Guessing Contest and Keeps Detroit Excited for Two Weeks



WALTER BEMB aroused Detroit to an almost hysterical pitch by conducting a guessing contest with a brand new Essex touring car as a prize. The winner was he who guessed nearest the distance covered by the touring car in the Bemb-Robinson six-day non-stop run.

What with the big establishment on Jefferson Avenue all decorated up in circus style, an Essex on the roof and a bulletin board on the front of the building shrieking out the glad news as each message of another record busted came in, there were traffic jams and outbursts of noise that narrowly escaped being riotous.

Hardly any person slept on Saturday night when the car with the glass hood pulled up in front of the store. The camera man shooed 'em back, with the aid of several members of Walter's husky and agile sales force, and got the big picture shown above.

After that, for several days, a crew of young women opened mail, steadily. The lower picture shows how the guesses piled in.

Elias Kuperinen, a laborer, employed by a body manufacturing concern, was winner. Elias guessed within one-tenth of a mile of the distance covered in the six-day run. More than 50,000 guesses were turned in. The actual mileage was 2,028.2. Elias' guess was 2,028.3.

At the end of the run the masked and



sealed speedometer was removed from the car and placed in a bank vault. On the following Thursday it was officially opened and read by Mr. Edenburn, A. A. A., representative, Capt. Gilbreath of the Detroit Automobile Club and officials of the First and Old Detroit National Bank.



"Wonder Car" Proves Worth in St. Louis-Kansas City Run

THE Essex went right out and did it, and then did it right over again on the return trip in the run made between St. Louis and Kansas City.

A record of seven years standing was hauled down when the Essex made the 303 miles between St. Louis and Kansas City in 10 hours, 17 minutes, lowering the old record by 2 hours, 43 minutes.

Eighty miles of the run was made in Missouri mud and the "Little Wonder" played the role of the good samaritan by pulling out eight cars that were stuck. The Essex had done it.

To celebrate the 4th, a return trip was made, the Essex carrying driver and four passengers, made the run in 9 hours, 19 minutes, breaking the former Essex record by 53 minutes and establishing new two-way record between these two cities of 19 hours, 31 minutes for 618 miles, the official distance for the run. The car was officially checked at each end by automobile club authorities.

The Essex had done it again, another proof that it does "stand up" under the stiffest grind and breaks records while doing it.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JULY 24, 1920

NUMBER 37

While the Iron is Hot

THERE is unquestionably an inclination to sit back with a satisfied sigh and contemplate the achievements of Essex Week with the feeling that a great work has been finished.

On the contrary, however, the real work of Essex Week is just begun. The Week merely opened the way. It did that magnificently, but the real, telling results of Essex Week will still be coming in months from now.

The interest so high now will develop into sales of Essex cars later. The effects must be looked upon as accumulative. And, therefore, the interest must be sustained.

You of the Essex family have been given the most powerful selling argument for the Essex that any motor car dealer or salesman ever had.

During this period thousands upon thousands of names have been added to the lists of prospective Essex purchasers. These names should be sorted carefully and tabulated. Find out who your prospects are. Select the liveliest of them and close sales with them while their interest is at its highest. Go right in with enthusiasm to complete the sales that Essex Week brought to your doors.

But do not forget that every name you have indicates a deep interest in the Essex. Every individual whose name you have will remember Essex Week for a long time to come. He may not be ready now, but keep his interest up.

By no means should we permit the satisfaction that comes with Essex Week to lull us into inactivity. It is a matter of striking while the iron is hot---and it's hot now.

Can't Stop 'Em! Broken Records Keep Pouring In

By making these pages supplementary to the Essex Week number of *The Triangle*, you will have mention, at least, of every event in every locality, of which we have received notification—through letters, telegrams and press clippings.

The publicity obtained was nothing short of remarkable. We kept one clipping of each event and tossed the duplicates into the capacious office waste-basket. These cast-outs were so numerous that they overflowed and made some extra work for Mr. Bob Janitor, whose business it is to keep our office clean and tidy.

Nearly every newspaper that made mention of Essex Week took it from a national standpoint and made use of the messages telling of records made in other cities.

HERE'S one from Jacksonville, Florida: Although a little late in coming, it's well worth waiting for.

Ted Sides of the Bacon-Ryerson Company, decided he wanted the record between Jacksonville and Miami, which has stood for 3 years, smashed. He therefore called Ken Goodson of his organization aside and said, "Go out and do it." Ken and the Essex did it.

The time for the 384 miles was 8 hrs., 31 min., which is 40 minutes faster than the old record.

The Huffman & Stech Co. of Washington, Pa., shot the car they had used in a 168 hour run over South Main Street Hill (the steepest hill in that vicinity) in high gear as a grand finale. In the non-stop run the car, which had traveled over 10,000 miles made a total mileage of 3,093 miles with a gasoline average of 18.6 miles to the gallon.

The Oxford Garage of Lynn, Mass., with first Essex delivered in Lynn, and whose speedometer registered 24,000 miles, has mileage of 783.5 miles in 48 hour non-stop run through the most congested parts of Lynn. The gasoline consumption averaged over 15 miles to the gallon.

The first Essex delivered in Arkansas was turned loose in the streets of Little Rock, during Essex Week and as many people as possible, were given a ride. It traveled 454 miles during the Week on 24½ gal. gas and 1½ qts. of oil.

With Beauchamp at the wheel, an Essex makes Lincoln to Hastings, Nebr., 105.8 miles, in 2 hrs., 4 min., 15 sec., an average speed of 51.18 m. p. h.

Alonzo Caldwell of the Looker Auto Co., of Macon City, Ia., makes 33 miles in 43 min., over rough country roads and through 3 towns. Averages 19.4 miles to gallon of gas.

Over Belknap, the steepest hill in San Antonio, in 17 2/5 sec., and over the top at 46 m. p. h., is another feat of the Little Green Car. It also made Eagle to Uvalde, Texas, 72 mi., in 1 hr., 55 min.

J. D. Moore, Belle Plaine, Iowa, with Essex demonstrator which had seen six months service, carrying 4 passengers, makes 400 miles over country roads in 9 hrs. 6 min., 4 sec., and averages 17 m. p. g. gas.

Rex Melton, with 4 passengers, burned up the road between Ontario and Pomona, Calif., at a speed of over 70 m. p. h. He made the 4.2 miles in 3 min., 35 sec.

At the conclusion of a 1014-mile non-stop run, without any adjustment, an Essex made a trip from Columbia, S. C., to Hendersonville, 168 miles, in five hours. The last 42 miles of the trip was made over an up-and-down road through the Blue Ridge mountains.

Happy Smith's Seven-Day Run Covers 4622 Miles

Happy Smith, out at West Liberty, Iowa, made one of the best records turned in during Essex Week, and we are very unhappy that in trying to swim out of the sea of telegrams that came in, Happy's telegram got lost.

This is what he did: Covered 4622 miles in a seven-day run, making 904 miles in the last twenty-four hours of the run, and made the last 186 miles in three hours and a half, or at a rate of 53.1 miles per hour.

Part of this run was made through the rain, over muddy Iowa roads, and Smith is quite certain that it was the most gruelling test ever given any car. We heartily agree with him, and we offer him the sincere congratulations of the whole Essex organization.

THE Pollock-Swartz Motor Co., of Johnstown, Pa., local agents for the Essex, have given D. H. Rodgers, Essex owner, a vote of thanks for his co-operation during Essex Week. Mr. Rodgers drove his Essex up Mill-creek Road to Westmont in high gear. The road, in addition to being very steep from bottom to top, has numerous sharp curves and the achievement was readily appreciated by motorists in that vicinity. Mr. Rodgers declares the Essex will do anything but talk.

Chicago's motordom is still talking about the performance of an Essex, sealed in high gear, that trailed George Stokes in his attempt to break the walking record between Chicago and Milwaukee, 50 miles. Although Stokes failed, the car continued its journey. Plowing through the sand on the detour north of Kenosha was easily the chief feature of the run.

The Brawley Motor Co., Ardmore, Okla., staged a road run, from Ardmore to Dillard, 18 miles in 22 minutes. The Essex making the run previously had been driven 8,600 miles.

Essex climbs North Fork Hill at Macon, Georgia, 20 times in succession.

"BILLIE" ARBEITER and an Essex are responsible for this one. Citizens of Murphysboro, Ill., say the feat would put a mountain goat to shame. He drove an Essex up the north side of Bald Knob in Union County's cluster of Ozark peaks during the Big Week.

This road has been abandoned for over two years. Rains have washed the dirt away and the climb was over bare rocks and boulders. So steep was the hill, that "Billie" at times could not see the road ahead. Folks living at the foot of the knob say the Essex is the first car to climb it since it was abandoned, though several have tried.

A. H. Moore of Oil Garage, Youngstown, Ohio, performed the following stunts during Essex Week: Climbs Powersdale Ave. Hill, on high. Makes 61 m. p. h., with top and windshield up and 4 passengers, made 67 m. p. h. with top down. From standing start to 50 m. p. h., in 27 sec., and then made 27.7 m. p. g. gas.

In a non-stop run at Worcester, Mass., an Essex Sedan which had previously gone over 7,000 miles, does 4227 in 168 hrs., part of mileage being made in a run from Worcester to Montreal and return, a distance of 626 miles. It took 21 hrs., for this part of the trip. Gasoline average was 16.2 m. p. g.

Ogden to Logan, a distance of 50.7 mi., in 86 min., is the new record between these two points as the result of a run put on by the Ogden Motor Co. After showing this speed over a road through tortuous canyons, the same firm made a "slow run" with a Sedan doing 12.1 miles in 3 hrs.

To demonstrate the climbing ability of the Essex, the Henley-Kimball Company of Boston, forsook the beaten path and drove the Essex over the rocks and through brush, from Winchester Street to the summit of Corey Hill.

One hundred twenty-five and a half gallons of gasoline and 5 qts., of oil was consumed on the 120 hr., non-stop run at Salt Lake City. The mileage of the run was 1662 miles.

Blair Langford drove the "Wonder Car" between Twin Falls, Idaho, and Buhl, in what is believed to be record time. He made the 34 miles in 46 min.

Floyd Burnett, with 11,000-mile car, makes Norfolk, Nebr., to Omaha, a distance of 131.6 miles, in 2 hours, 56 minutes.

Stock Essex covers 17 miles between Dubuque and Dyersville, Ia., in 30 min., flat, through a driving rain.

Kenosha Motor Sales Co., of Kenosha, Wisc., makes acceleration test from standing start to 50 m. p. h., in 30 sec.

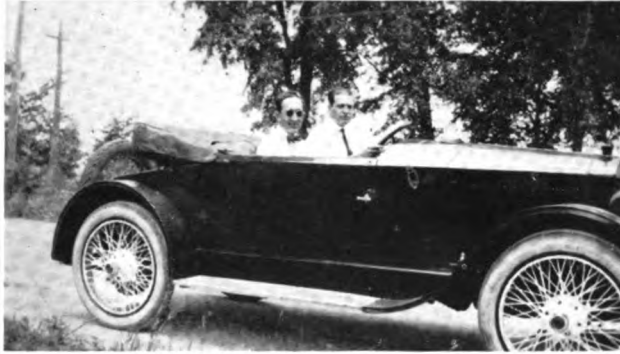
The Nute Motor Co., of Seattle, Wash., sent the Essex over the East Boston Street Hill in high gear.

Looker Auto Company of Mason City, Ia., averages 22.8 m. p. g. gas., under supervision of Oil Company officials.

One of Great Falls, Montana, achievements during Essex Week, was making Test Hill, in that locality, five times in high at a 30 miles an hour gait. The last half of way, is a 40 degree angle. Jimmie Luethge was the pilot.

Speed Bursts Keep Louisville Watching

Below is the roadster making one-half mile in 22 1-5 seconds—notice the contrast between the trees in the background and the blurred car.



The Essex roadster, top down and windshield removed, made a measured half-mile in 22 1-5 seconds. J. B. Kennedy, who drove, is at the wheel. Beside him is Earl Hays, who acted as timer.

One of the prettiest exhibitions of acceleration and speed of the Big Week, was that staged by the Triangle Motors Company, Louisville, Ky. J. W. Burton, accompanied by J. M. Culp, drove a touring car 15 miles along the Shelbyville Pike, from Eastwood, in 13 min., 40 sec. Another stock Essex, top down, windshield up, made one measured mile in 47 3/5 seconds. J. W. Button, driver. J. B. Kennedy, with Earl Hays as passenger and timer, drove a measured half-mile in 22 1/5 seconds. These, with exhibitions of acceleration from standing start to 30 m. p. h., in 6 sec., 40 m. p. h., in 9 1/5 sec., to 50 m. p. h., in 12 2/5 sec., and to 60 m. p. h., 21 2/5 seconds, kept Louisville pretty busy Watching the Essex.

Wins Race Resulting From Essex Week Challenge

IN a challenge race from Oklahoma City to Enid, Okla., a distance of 100 miles, an Essex touring car won from a car of well-known make, by covering the stretch in two hours, 3 1/2 minutes.

The car was driven by Bud Gentry, Enid dealer, and carried two other passengers. It made the 28 miles to El Reno in 33 minutes, Kingfisher, 35 miles from the starting point, in 64 minutes and Hennessey, 75 miles, in one hour and 40 minutes.

The race was the result of a challenge offered after the records made during Essex Week had been posted. The rival car had no chance, being four minutes behind when the Essex reached El Reno.

Prize Watch Is Stolen

C. H. Vincent, one of the four drivers in the Super-Six Transcontinental Record, who is now with the Smith-Vincent Company, Fifth Avenue and Adams St., Phoenix, Ariz., reports that his souvenir watch given him in commemoration of this event has been stolen. This watch bears markings that would make it easily recognizable. Mr. Vincent will consider it a great favor if readers of *The Triangle* will keep a lookout and help him to recover the watch.

James Andrews, Service Manager of the J. W. Goldsmith, Jr., Grant Co., Atlanta, drives an Essex to top of Stone Mountain, the largest solid rock in the world.

How the Essex Climbed the Great Divide

A splendid description of the Essex climbing to the crest of the Continental Divide in high gear, one of the most spectacular and important events of Essex Week, is given in the Butte, Mont., Miner of July 4. It is decidedly worth reproducing:

Traveling at a speed equal to that of a little arrow shot from a strong bow, an Essex car from the stock of the T. C. Power Motor Car company, of Helena, shot up the long road leading to the continental divide last Sunday morning, and almost without slacking its speed, in seven minutes after it hit the heavy grade, it stood at the top of the world—a plunge up a mountain some five miles long, reaching an altitude of 5984 feet in high gear.

No other car has ever climbed Priest's pass from the east side in high gear.

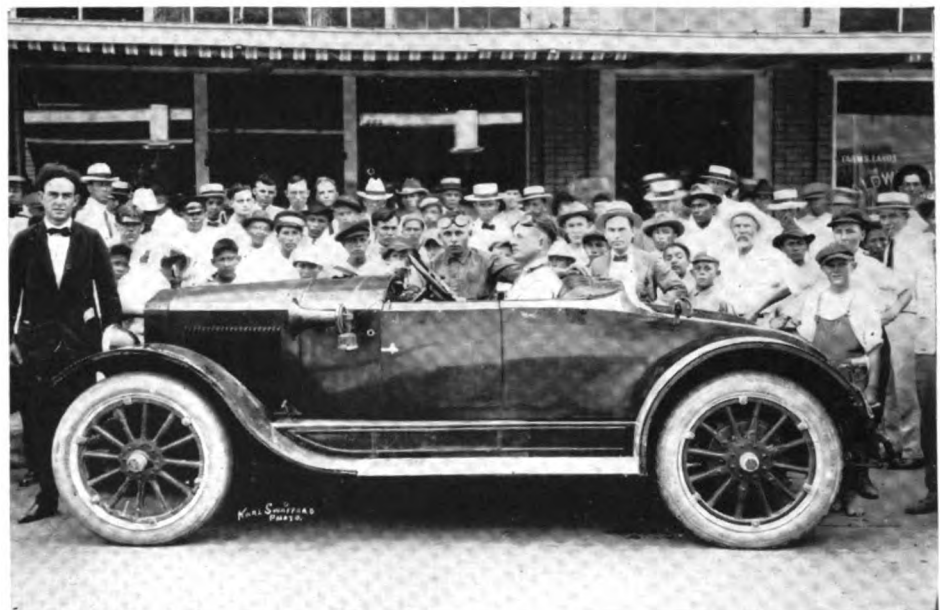
Harry Buchet, machinist and expert driver of the T. C. Power Motor Car company, drove the car, with R. L. Diggs, manager of the company, as a passenger.

Last Sunday morning the car was taken out when no one was in the road and the air was cool. Buchet started to speed up a little as he left the Colorado gulch siding. She was warming up as they passed the Helena Country club and then rolled around the curve and took to the long mountain road which winds around among the trees, making sharp curves and steep grades.

When the site of the old Priest home was reached, the car was going upward of 55 miles per hour and shot on upward. Tom Travis was posted at the second watering place and the car passed him at 45 miles per hour. Other watchers along the route said the car was never under 40 miles and reached the top at a speed of almost 50 miles per hour.

Priest's pass is recognized as a test for any car. Most stock cars of other makes have difficulty while some cars have never been able to make the grade in better than low gear. The average car stops for water and takes its time. The Essex made it without thought of stopping or changing gears.

Chaddick Wins Cup and Breaks the San Antonio-Corpus Christi Record



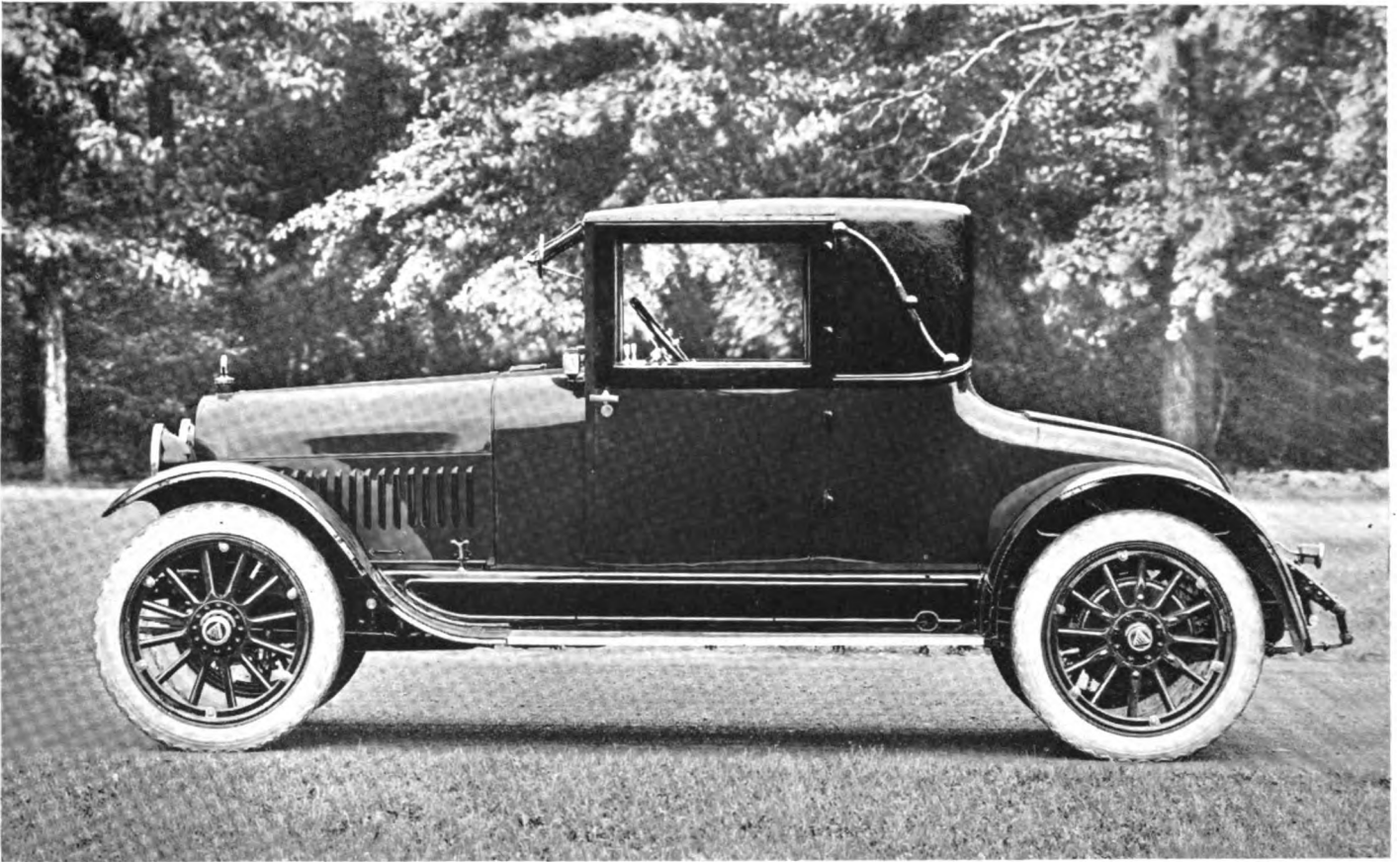
On the heels of the Essex Week achievements, the Chaddick Automobile Company, Corpus Christi, Texas, broke the record, which has stood since 1911, between Corpus Christi and San Antonio. This also gave the Essex possession of the silver cup offered jointly by the San Antonio Express and the Corpus Christi Caller.

The distance between the two cities is 160 miles. The car, an Essex stock roadster, driven by Walter White, piloted by Fred Schoenberger, left San Antonio July 14, at five o'clock, and arrived in Corpus Christi at 9:23:15 o'clock. The car was officially timed by George E. Smith, Jr., and Charles Roster.

On the following day, the car made the return trip, also in fast time, making the round trip, 320 miles, in 9 hours, 18 minutes, 15 seconds.

The car averaged 36.48 miles per hour, but attained a speed of 69 miles per hour several times during the trip. It used 9 gallons of gasoline, one way, averaging 17.7 miles per gallon, and used one pint of oil. No stop was made and the performance was considered particularly good in view of the roughness of the roads.

The Hudson Super-Six Cabriolet



THE Hudson Super-Six Cabriolet, newest and certainly a most attractive addition to the line, is shown here in picture for the first time.

This new enclosed two-seater makes its particular appeal, of course, because of its remarkable body beauty, smart fittings, finish and interior comfort.

Its lines are beautiful in their simplicity and are relieved of all severity by the graceful curves of the roof, the bell of the body and the moulded fenders.

The body is finished in a deep, rich green, which is effectively set off by the black long-grain leather top, black fenders and black striping on the louvres.

The top itself is stationary, the external bows adding to its rigidity and lending distinction to its appearance.

The interior is upholstered in dark green fabric to harmonize with the color of the body. The straight seat cushion is unusually



deep and comfortable and provides a surplus of room for two

It should be noted that this new car is in no sense a landau and should always be called the Cabriolet.

persons. The doors swing wide open, being carried on four heavy hinges. The rear of the door windows is practically even with the eyes of the driver, assuring clear and unobstructed vision to each side of the car.

The spare tires are carried under the rear deck, provision being made for two casings in this compartment.

In completeness of detail, this model is unsurpassed. A visor protects the eyes of the driver, an exterior mirror gives a view of traffic in the rear and the windows are raised and lowered by revolving lifts.

There are two jeweled dome lights in the rear of the top and a clock in front above the driver.

In every particular, this is a model which will add lustre to the fame Hudson has gained as the builder of the world's most popular fine cars.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, JULY 31, 1920

NUMBER 38

A Message on Prices

By O. H. McCORNACK
General Sales Manager

THE motor car merchant, the salesman or the prospective purchaser who is waiting or hoping for lower prices is very likely to wait in vain. There is no good reason to believe that it will be possible for manufacturers to lower prices. The reverse is more probable. There are many, many reasons why prices will either remain at present levels or be advanced.

These conclusions are reached after sound, careful study of raw material markets, manufacturing costs and production figures—together with all of the multitude of factors that affect prices.

This message on prices is given at this time because we know that the prospect for a motor car may now make a choice. The condition that existed a few months ago is no more. The buyer does not have to wait now, and take "what he can get."

In such a market, he naturally buys more carefully—weighs the merits of one car against those of another. And, of course, he considers price. It is unquestionably true that in many instances he quite confidently expects lower prices.

The gist of this message to distributors, dealers and salesmen is this: When you find a prospect who holds stubbornly to the belief that motor car prices will decline within the next few months, you must convince him that he is wrong—that price reductions cannot reasonably be expected. The prices of the various models of Hudson and Essex cars are thoroughly in keeping with prevalent price levels.

Real selling develops only when there is competition—in what is known as a "buyer's market."

The conditions now existing will prevail for a long time—as long as production is uninterrupted. And as the supply more nearly approaches the demand, the true salesman and merchant will triumph.

You have every argument back of you. The manufacturers of Hudson and Essex are in an enviably sound condition. Essex and Hudson cars are among the most talked of and popular of motor cars on the market. The advertising matter continuously running in national publications and in newspapers keeps the interest high. The performance of either or both of these cars makes for pride of ownership. Both lines represent splendid quality.

There are, it is quite true, many persons who think prices will be lower. They may be preparing to wait. This thought is not based on facts or reasons apparent at this time. Your job is to combat it and to overcome it. It can be done because *it is being done*.

As regards the Essex, we repeat what we said last week in *The Triangle*. During Essex Week and for several days following, thousands of names were added to the prospect lists of distributors and dealers throughout the country. Essex Week brought sales to your doors. It may take salesmanship to get the orders and see them through to delivery, but that is just your work.

The distributor-dealer organizations can decide whether this is to be a prosperous, productive period for themselves and for the factory. But they can not do it by waiting for lower prices.

The Essex Stands High in the Regard of Spokane Citizens



SPOKANE citizens were well aware of Essex Week. The John Doran Co., in addition to setting a new Spokane to Seattle road record and performing numerous other stunts, pulled this one. An Essex on the roof of the salesroom with the muffler removed, jacked up and run under its own power, made such a racket that folks passing by just had to stop and watch the home of the Essex in Spokane as well as the Essex itself. Powerful spot-lights were used at night.

Eastern "Ad" Men Use Essex on Tour of Middle West

A delegation of eastern advertising men were taken on a tour through Kansas recently in an Essex furnished by the Hudson-Essex Motor Co., of Topeka. The delegation were the guests of the Capper publications, the largest publishers in the middle west.

The tour covered 550 miles of country road driving and the Essex Phaeton used, a brand new one just taken off the salesroom floor for this trip, completed the journey without a single adjustment, averaging 35 miles per hour on the roads.

The advertising men were unstinted in their praise of the Essex, its easy riding qualities, dependability and power meeting with their unanimous approval.

Second Owner of Essex Just as Pleased as First

L. L. Sessions, widely known throughout Okmulgee, Okla., purchased an Essex touring car from the Clay C. Smith Motor Company on March 18 of last year. Mr. Sessions drove this car all last year and made a trip through the northwest, going as far north as Montana, a total of 6,900 miles, with an insignificant upkeep expense.

Mr. Sessions recently turned this car over to C. R. Bird of Eleventh and Alabama, who was contemplating a trip to California. Mr. Bird made the trip and Mr. Sessions is in receipt of a postal card from him at Santa Monica, Calif., which says: "Self, family and Essex Super-four got here O. K. Not a bit of car trouble and only one puncture, total mileage of 1,970 miles."

Mr. Sessions found his first Essex car so satisfactory that he has just taken delivery of another Essex.

Sanford, Florida, Opens New Home With Week's Program

THE boys at Jacksonville got such a start Essex Week that they just can't leave off. The Bacon-Ryerson Company wires that Sanford is putting on a regular Essex week program. The "Green Ghost," as their Essex demonstrator has been named, is on a six-day non-stop run, and Sanford's brand new showroom is the most popular place in town.

Ken Goodson made a new circuit road-run record, through Deland, Altoona, Eustis, Mt. Dora, Tavares, Leesburg, Mascotte, Wintergarden, Orlando, Kissimmee, back to Orlando and finishing at Sanford, making the loop of 216 miles in four hours, 23 minutes, averaging better than 51 miles per hour.

The last lap of the trip, Kissimmee to Sanford, 41 miles, Goodson clipped off in 43 minutes.

"We must either wear out or rust out—every one of us. My choice is to wear out."
—Theodore Roosevelt.

What Confidence Will Do

"We have just sold an Essex Roadster to Ernest V. Holt, manager of the Goodrich Rubber company here," writes the E. V. Stratton Motors Co., Inc., of Albany. "He purchased from us at absolutely full list price although he had been offered special propositions on practically every make of car sold in Albany. Mr. Holt stated that he was purchasing the Essex for personal and business use on his confidence in the builders and our own service."

Hudson is Still "New" After 80,000 Miles in 5 Years

The first Hudson Super-Six sold in St. Joseph, Mo., is owned by Dr. H. Delamater, city health official. He bought it nearly five years ago and it has since traveled more than 80,000 miles.

"This car, which I call 'Caroline,'" Dr. Delamater said recently, "is running as smoothly as a new one, and apparently has even greater power and more 'pep.' I have frequently thought that before long 'Caroline' would begin to show her age, but there seems to be no indication of it so far."

"This car is certainly a conclusive tribute to Hudson endurance."

It Might—

"But should some power the giftie gie us
To see ourselves as others see us,
Methinks 'twould so reduce our chests
That some of us could wear our vests
Twice wrapped about and still so slack
That they would button up the back."

Harrington Starts a School For Women Drivers

Miss B. A. Parsons, who was a member of the English Womens Royal Air Force during the war, and trained for service at the front with the automobile section of that organization by English army officers, will be instructor in an automobile school for women to be conducted by J. S. Harrington, Inc. of Springfield, Mass. The school will be at Mr. Harrington's Service Station on Central Street and the instruction will be free for all women who desire to take up this course.

Miss Parsons, who arrived in this country from Oxford, England, about the first of May, was given the rank of Sergeant in the English Army and was in charge of a school of more than 365 women training for war work. She came to this country with the idea of continuing along the same line of work. The course of instruction includes a thorough knowledge of engine repair work and driving and aims to give women a complete knowledge of automobiles.

Essex is Best of Seven Cars, This Owner Declares

"I have owned and driven seven different cars in the past few years and I can truthfully say that never in all of my automobile experience have I owned a car that has given me such entire satisfaction as the Essex," writes J. B. St. Louis, of Stanwood, Wash. "In my estimation it is the sturdiest car built that I know of and for performance in speed or hill-climbing, there is none better at anything near its price."

Veteran Hudson Racing Car in Movie Drama



BENNETT HILL, the noted racing driver, and his team mate, **Eddie Hefferman**, showing **Bryant Washburn**, the film star, the inner workings of the famous Hudson Super-Six "15," the veteran of many grueling track battles. The picture was taken during the filming of "A Full House," Paramount-Artcraft comedy-drama.

Half-Sold Cars Cause Heavy Loss to Salesmen Through Cancellations

"THE art of thorough selling is worth hundreds of dollars to any salesman in insurance against cancellations," declared a distributor recently.

"Many a salesman is getting by now because there is no way to check up his work. But the time will come when the truth will out. The salesman who has the practice of selling his buyers so that they stay sold is going to reap the benefit.

"The other fellow, who has the knack of doing only enough work to get the signature at the bottom of the order and then considering that his work is over, is going to have the ghost of cancellation on his trail. Half-selling a man does not pay in any circumstances.

Lack of Sales Ability

"My experience has proved that the percentage of cancellations are in direct proportion to the sales ability of the salesman. In other words, cancellations are seventy percent salesmanship and thirty per cent conditions.

"Hudson and Essex owners come into my store every day who are only half sold. They are enthusiastic about

their cars, but they have no realization of the special and exclusive advantages to be found only in the Hudson and Essex.

"The salesman who handled them closed his sale, probably, on some minor detail. Perhaps it was on beauty, or comfort or economy, and these people are running their cars today without any idea of the big, underlying facts upon which Hudson and Essex leadership has been established.

Half-Selling Costly Habit

"To these half-sold owners, and there are lots of them, their Hudson or Essex is just a 'six' or a 'four,' because the salesman quit before his work was half done. They think of it just as they think of other cars, because they do not realize its exclusive advantages, which they can obtain only in a Hudson or an Essex.

"If every salesman would only make it a practice to sell every prospect thoroughly the spectre of cancellations because of delay in deliveries would vanish—for once a man is made to realize the exclusive advantages to be obtained only in the Hudson and Essex, he will never be content with a second choice car.

Contractor Uses Three Essex and One Hudson in Work

JAS. S. MURRAY, treasurer of the State Construction Co. of New Kensington, Pa., purchased an Essex touring car, No. 9942, which was delivered May 17th, 1919, and Essex touring No. 9854, delivered April 20th, 1920, an Essex roadster, No. 60436, delivered April 28th, 1920, and a Hudson speedster model O, No. 31922, delivered March 31st, 1920. All of these cars were purchased from the Bentz Auto & Supply Co.

Mr. Murray is the largest stock holder in the State Construction Co., one of the largest concerns of its kind in Western Pennsylvania. One of their main lines of work is city street paving and country road building. The three Essex cars are used in connection with the business of this Company and have proven entirely satisfactory for going over bad roads and climbing the Western Pennsylvania hills.

Mr. Murray bought his first Essex car May 17th, 1919. He has driven this car approximately 30,000 miles. He came into possession of his Hudson speedster by trading a 1919 model of a more costly car for it. This last is a real recommendation for the Hudson car because of the fact that it was more desirable than the more expensive car he owned.

On His Way to Denmark

Carl Olsen, service superintendent for the C. L. Boss Automobile Co., Portland, Ore., is on his way to Denmark in his Essex. Of course, he doesn't intend to drive through the Atlantic ocean. He will ship the car from New York to use during his European visit. M. F. Butler will be in charge of service for the Boss organization during Mr. Olsen's absence.

17,000 Miles of Satisfaction

S. O. Miller, of Palmer, Mass., has driven his Essex 17,000 miles since he purchased it in April, 1919. According to Mr. Miller his car has never required any repairs of any description and is running better today than it did the first day he drove it.



R. A. FELLMAN, Major, Field Artillery, Camp Henry Knox, Ky., is such an enthusiastic Essex owner that he has insisted on having his car decorated with a streak of lightning and the word "Essex" painted on each side. This car is one of nine Essex which have been sold to officers at Camp Knox by Boyd Kennedy, salesman for The Triangle Motors Co., Louisville, Ky.

THE HUDSON TRIANGLE

"The Trail of the Arrow," Starring Nell Shipman and the Essex, a Real Film Thriller, Ready for Distribution



Marjorie Cole, looking like a handsome young middle-weight champ, and the Essex that romped all over California's deserts, dunes and bad lands, winning a \$1,000 wager for Miss Cole and Nell Shipman, her co-star.

THE Trail of the Arrow," now famous film starring Marjorie Cole, Nell Shipman, who appeared in "Back to God's Country," and the exceedingly well known and excellent actor Mr. S. X. Arrow, is ready for release through the Factory to distributors and through distributors to dealers. By special arrangements with Harold L. Arnold, Hudson and Essex distributor in Los Angeles, who produced the film, copies are offered to distributors and many orders have been received. Prints are now being produced and shipments will begin very soon.

Dealers who want to boost sales by means of "The Trail of the Arrow" should notify their distributors at once. This film is not only a thrillingly interesting picture and story of two girls braving the terrors of the Western desert, but it shows in a mighty selling fashion how wonderfully well the Essex is built and under what severe conditions it faithfully performs.

Here is an article concerning the film, reprinted from California papers, which will give you an idea of what it is about:

With two minutes to the good in their race against time to the Devil's Punch Bowl, Miss Nell Shipman and Marjorie Cole won a thousand-dollar wager in their fierce drive through the rocks and sand in the S. X. Arrow. These two young ladies have accomplished a task considered

absolutely impossible for the most experienced desert driver. They won against obstacles seemingly insurmountable and have brought back to Los Angeles a complete motion picture record.

Never before in the annals of cross country driving has there ever been shown on the screen anything like this picture. When the heads of the departments of the House of Arnold had their first glimpse of this thrilling picture at Clune's Studio last Wednesday, they were absolutely amazed at the daring of these two young women. At times it seemed as though nothing made by man could possibly survive the punishment through which the S. X. Arrow passed. It was driven over rocks, through sage brush, up and down timbered slopes, slamming over declivities until it seemed as though everything in the car would be smashed to atoms. The car was tilted at such angles that the daring girl drivers had to be lashed to the seats to prevent from being thrown from the car.

"Never before in the history of the automobile," said Mr. Arnold "has anything like 'The Trail of the Arrow' been attempted. I freely predict that this picture will not only become known from the Pacific to the Atlantic, but it will also become an international feature in motoring pictures. It is the most thrilling automobile picture ever put on the screen and simply goes to show that the woman driver of today is perfectly competent to handle an automobile anywhere the car can be driven. No man in the United States has ever attempted the drive successfully conquered by these young ladies."

Within a few days complete information on handling the film and methods of obtaining showings for it in local theaters will be sent to both dealers and distributors. It has been used with remarkable results on the Pacific coast and will unquestionably produce sales in the Eastern, Central and Middle Western States in the same proportion.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, AUGUST 7, 1920

NUMBER 39

EVIDENCE OF THE PULLING POWER OF "The Trail of the Arrow"



THE best evidence of the remarkable selling value of "The Trail of the Arrow," the great film produced by Harold L. Arnold, showing the astounding capacity for endurance of the Essex car, is that, of course, given by a man who has used it and reaped the benefits.

The following is taken from a letter from C. L. Boss, Portland, Oregon, distributor, who has made a thorough test of "The Trail of the Arrow" in his city and knows its great worth.

"It is money well spent. Our sales room is crowded and people are on the sidewalk looking in. We announce an intermission of twenty minutes and then take thirty minutes to line up the prospects.

"They are talking about it on the street-car, in the boarding houses, at the restaurants, at the Commercial Club and all our competitors are fussing and knocking the show to a queen's taste.

"We are getting more advertising in a short time than anything on record and it is the same as if we had cornered the entire automobile show in our institution."

This letter indicates the extreme confidence that Mr. Boss has in "The Trail of the Arrow" as a selling proposition. Personal talks with other distributors who have seen and used the film are even more convincing.

The photograph on this page is a still picture, taken at

the time "The Trail of the Arrow" was filmed, and shows something of the character of the performance required of the car. However, no still picture could possibly have the dramatic interest produced by the film itself.

Every Essex owner in the country, who has a pride in his car, will be delighted to have an opportunity to see this film himself and to bring several friends with him to see it. On a recent occasion when the film was shown at Louisville, complimentary tickets were sent to a large number of car owners and prospects. Some of the Essex boosters were so delighted with the performance that they paid their own way and took friends with them to the show. In this instance, the film was shown at a Vaudeville Theater and was easily the feature of the week.

You can make Essex owners even more proud of their cars and even better boosters, by use of "The Trail of the Arrow." You can obtain hosts of new prospects—and you can convince them, together with the prospects you already have, of the unquestionably superior capabilities the Essex possesses.

Moreover, you can interest whole communities and make them not only admire the car, but make them admire and respect your advertising and selling methods.

Dealers may obtain particulars about how to obtain this remarkable film for use in their territory by writing their distributors.

Wherein a Poor Cuss From Missouri Is Convinced—1000-Mile Drive Does It

WALTER Rowland of the Milwaukee Journal, who signs his stuff "Brownie" sometimes and sometimes "The Poor Cuss," was skeptical, the Poor Cuss, about the Essex performance during the Enormous Week. Maybe he wanted to take a nice long ride. At any rate, he allowed that he wouldn't believe the Essex did all of those marvelous stunts chronicled throughout the world until he had done them himself.

He expressed this skepticism in the hearing of W. H. Cahill, Retail Sales Manager of the Jess A. Smith Auto Co., who said, huffily, "all right. There's an Essex. Go someplace. I don't care where—a thousand miles, if you like."

Walter looked as sad as he could and tried to make it appear that he was accepting this challenge under protest and that the idea was distasteful and to his misliking—until he got around the corner. Then he laughed with glee.

On Sunday, July 11, he told the readers of the Milwaukee Journal that he was going to drive an Essex 1,000 miles. On Thursday, July 15, the following, in which the Poor Cuss admits that he was a poor cuss for being skeptical, appeared, together with photographs which show that the roads covered are such as to make a motorist shudder and shriek like a horse in pain.

By THE POOR CUSS

Skeptical to the nine hundred and ninety-ninth mile of his 1,000-mile Essex test trip through some of the tough spots on Wisconsin's road system, Brownie refused to hang any bouquets on the car until she was steered into the garage and finis written to that little performance, Wednesday night. He climbed out then, shook the dust from his hat, stepped back and saluted the sturdy little blue-green car.

"You are little," said he, "but oh my!" Which means a great deal in the language of Brownies.

Though the hood wasn't sealed, it might just as well have been. It was never lifted and even now Brownie asserts he doesn't know how many cylinders she has or what the engine looks like. One thing he does know. She's as cool as a cucumber against all odds, the odds of heavy sand, for instance, and such insignificant hills as the one called Wildcat on 33.

Without a shift of gears she scooted straight over every hill the south-western part of the state could offer, and with no rise in the motor-meter mercury. Only once was the radiator cap removed, a quite unnecessary removal, for she refused to take more than a pint or two of water.

A good route to follow across the state, one full of interest, scenery, and one which is just difficult enough to satisfy the experienced driver, is the one followed Wednesday: Thirty-three out of La Crosse, over St. Joseph's ridge to Cashton, through Portage, then over 29, 26 and 19 to Milwaukee. There are other routes some drivers might call better. Opinions differ, Brownie has discovered, as to what constitutes a good road, including scenery, cars, tires, hotels and hills.

Louisville Just Can't Stop Breaking 'Em

THE Triangle Motors Company at Louisville is determined that the high interest aroused Essex Week shall remain high. A wire arriving at the factory announces that two cars—one of which made the 240-hour run for which Louisville is now famous, made a road run from Louisville to West Baden, Ind., 57 miles, in one hour, 35 minutes. This trip covered "the most horrible roads imaginable" and the best previous time for this run was two hours—a record made several years ago when the roads were in much better condition.

Resales Developing into a Regular Contest

William Steinhart of the Crockett Auto Co. saw in a recent issue of *The Triangle* that a used Essex had been sold for \$1550. He immediately comes back with the story of a used Essex which had seen 12,000 miles of service drawing \$1775. Who's next?

10,369 Miles Without Repairs

"Since Feb. 7th, 1920, we have driven our Hudson Super-Six Four-Passenger Phaeton 10,369 miles over the worst roads in Florida," writes the Florida Armleder Truck Co., Jacksonville, Fla., "and have always driven it at high speeds of forty-five to fifty miles an hour. With the exception of oil and gasoline, we have had absolutely no expense on this car."

1321 Miles on Driveaway

Dick Jeter, of Fort Smith, Ark., is one of the newest Essex owners to come to the factory to take delivery of his car. Mr. Jeter covered the 1321 miles back to Fort Smith in his Roadster in six days, averaging 16¾ miles to the gallon of gasoline. He found the roads good and was enthusiastic over the performance of his car.

Home Hints, or How To Do Away With the Tipping Evil



IT'S just as homelike as any Pullman ever switched onto a siding or any hotel, although one does miss the pleasant little business of slipping tips to porters and bell hops.

H. R. Markel of Columbus owns the downy Essex which he has cleverly converted into sleeping quarters. Being an engineer, he figured out the scheme and made an exceedingly neat job of it.

The front seat is hinged about five inches above the floor of the car. The back seat has been cut from the side of the car and hinged on both sides. When Mr. Markel thinks it time to wind the alarm clock, he pulls the pins from the hinges and drops the back of the front seat into the reclining position shown. With some bits of pipe for support and the clever use of a twelve-inch board, the proper length is obtained. Then the spread of heavy blankets and all is ready. If Mr. Markel suffers from insomnia, he merely steps on the starting button and the motor sings him a lullaby.

If anybody else wants to make use of this trick, he can get the full details of how it is done by writing to F. M. Babbitt of the Standard Motor Car Co., Hudson and Essex distributors in Columbus, Ohio, who told *The Triangle* about it.

SOME men think that they are barking for business when they are only growling.

Ross Moves to California

C. L. Ross, of the Pacific Coast Car Co., Tacoma, Wash., has purchased the Santa Barbara branch house operated by Harold L. Arnold, Hudson and Essex distributor in Southern California. Mr. Ross has taken up his home in Santa Barbara and is planning the erection of a new Hudson and Essex home as soon as possible.

Girl's Purchase of a Hudson Proves Her Competency

E. E. Chance, of the Ozark Trail Motor Co., Nowata, Okla., was recently called into court there to testify as to the competency of an Osage Indian girl who had reached the age to handle her own estate, which consisted of \$40,000 in cash and valuable oil lands.

Mr. Chance testified that she was perfectly competent, basing his testimony on the fact that she had the good judgment to buy a Hudson Super-Six from him and has shown her ability to handle it.

THE HUDSON TRIANGLE

Hudson-Essex Resale Value

BUT of a total of 462 used cars advertised for sale recently in a single issue of the Toronto Telegram it is a notable fact that there was not a single Hudson or Essex.

"Used Hudson cars are harder to find in this town than snow in June," according to the Dominion Automobile Co., Ltd., "and as for Essex, we have not found any at all up to the present."

Think of what this means to Hudson and Essex owners, distributors, dealers and salesmen.

To the owner it means an assured market for his used car and the lowest possible amount of depreciation. In fact, reports from all over the country prove that the depreciation of Hudson and Essex is less than it is on any other fine cars.

To the distributor and dealer, a market swept bare even of used cars by an overwhelming public demand means that the quality of the cars is such as to assure not only a host of satisfied owners but the widest possible market at all times to both owners and prospects.

To the salesman it means a public recognition of such exceptional value that sales effort is reduced to the minimum with the resultant increase in volume and profits.

Challenges Any Stock Car

An open challenge to any stock car handled in Jackson, Miss., has been issued by E. H. Simpson, Essex representative there, as the result of a race between the Essex and a widely known "eight."

In the race, which was a 25-mile event run on the State Fair grounds, the eight took the lead at the start but held it for only one lap. Then the Essex took the lead, gained one-half lap quickly and held it for twenty-three laps.

At this point a puncture sent the Essex into the pits and while the tire was being changed the "eight" gained six laps. It was too near the finish for the Essex to regain the lead and it finished in second position.

"The 'eight' may have won the money, but the Essex certainly won all the applause and honors," says Mr. Simpson, who is now seeking another race.

19,276 Miles of Satisfaction

Ross Matheson, an Osage Indian boy of Nowata, Okla., is the owner of the first Essex sold by the Ozark Trail Motor Co. Since it was delivered on March 31st, 1919, this car has run 19,276 miles, but in all this time he says that he has never had a wrench on it. His only replacement has been one spring which, he says, was broken by carelessness in running into a curb.

SUCCESS

THE test of life is living. The test of worth is service. He who serves himself and no other is a failure, though death releases his grasp on the ransom of an empire.

He who finds life bitter is a failure, though multitudes cheer him on the street. The king who rules an unhappy and maltreated people is a failure. The carpenter who hangs a door well is a success. There is more honor in using one talent well than in abusing the possession of ten.

To keep clean, to do good work, to earn friends, to be happy and bestow happiness, to develop opportunity, to serve where possible and learn not to whine—this is success. There is no greater; there is no other.—*Saturday Evening Post.*

A Letter From Japan



"THIS time I send you the photo representing the Super-Six under the cherry blossoms for which Japan is noted in the world," writes Y. Otagawa, a Hudson owner, from Tokio, Japan. "It is awful delightful to drive the favorite Phaeton under the arch of the charming blossoms in Tokio street.

"The fact which is keenly felt by any one in Tokio, if he has an interest in motor car, is the unrivaled growth of the Super-Six against the other cars. For so great numbers of the Hudsons were purchased by the Imperial Household, the Departments of Finance, Navy, Justice and many other government offices, to say nothing of the Military service.

"From this phenomenon, the Super-Six is not merely favorable among the motorists by its power and easy control, but also certifies the reliability of its performance, since it has gone through the minute 'official test' and the competition of this line in Tokio.

"As for the Essex, peoples have been so eagerly longing for the arrival of the Essex that buyers have already exceeded over the number of the imported chassis nowadays. By this reason you will be well aware of the popularity of the Essex Car also in the Land of Cherry Blossoms."

U. S. Senate Uses a Hudson

A Hudson Super-Six Seven-Passenger Phaeton has been purchased for the exclusive use of the United States Senate.

It will stand outside of the Senate chamber during the day, when that body is in session, and will be used by Senators going about the city on business trips.

Thus the world's greatest legislative body pays tribute to the world's most popular fine automobile by adopting it for its own official use. What greater tribute could be paid to any car?

THE HUDSON TRIANGLE

Some Views Enroute From Ciudad Mexico to Monterey



points adjacent. He assures us that the photograph on the left is a view of "Camino de San Luis Potosi," and adds "a la 'Presa' Hudson Super Six—vendido por nuestras agentes," together with other information of a like nature. We devoted some study to this matter and we feel sure that Sr. Valenzuela is right; however, we do not care to be quoted nor to pose as an authority.

SENOR G. R. VALENZUELA, sales manager of Cia Automotriz Mexicana, Mexico City, recently made a journey, with a party of friends, from Mexico City to Monterey and

He speaks of the most happy appearing and pleasant ladies and gentlemen in the oval as being "entusiastas del Hudson," which is, of course, as it should be.



The photograph at the right is a view of the splendid old "Catedral de Monterey—Nuevo Leon," which we feel sure is an ecclesiastical edifice of no little importance.

Essex Popular in Movie Land

Nowhere is the Essex more popular than at Hollywood, Calif., where it has established a firm place for itself in the affections of the movie people, according to F. O. Booth, Essex representative there.

Pretty Marjorie Daw, Claire Adams and Joseph Kilgour all have Essex Phaetons. Wanda Hawley, the beautiful film star, has an Essex Roadster. Louis Welch, Wallace Beery, Raymond McKee and Lewis Stone all have Essex Sedans. Henry Otto, the widely known director, also has an Essex Sedan. "Nowhere will you find a keener appreciation of beauty than in Movie Land. That's one of the reasons for the success of the Essex," says Mr. Booth.

Use These Road Signs

EVERYONE is watching the Essex. Let them know who handles it in your territory. A few of the large road signs are to be had at the old price of \$9.50 each, with the extra crating charge of 55c per sign when five are put in a crate, \$1.08 each for two in a crate or \$3.84 for one in a crate.

These signs are good advertising for the tourist trade as well as good publicity for the secluded corners of your territory. They are just large enough, 48" x 72", to attract attention at the turn of a road or top of a hill. The arrow with the name of your city makes them a real help to owners and prospects. They are working for you all of the time.

Think over the spots of your territory where you can use them and send in your order now. We can make immediate shipment.

Picture of the sign is in *The Triangle* of January 24th.

Hudson Wins Two Races

Driven by Jack Strickler, a Hudson finished first in the mile and 25-mile events against a fast field at Alva, Okla., on June 3rd. The track is a mile course and Strickler's time in the mile race was 55 2-5 seconds and in the 25-mile event, 23 minutes and 38 seconds. The purse for the latter event was \$525. Approximately 8,000 persons witnessed the contests.

Paying Their Respects to Will Shakespeare



IF THE Bard of Avon played leap-frog, duck-on-a-rock or other such childish games when a youth, he undoubtedly frisked about on the strip of green here depicted and occupied by the row of Hudsons and Essex standing in orderly array, awaiting duty.

The Castle Motor Company, Ltd., distributors, recently arranged a rally of Hudson and Essex owners and their friends at Stratford-on-Avon. And while fifty of them were sitting at tea in the Shakespeare Hotel, the photograph of the waiting cars was snapped.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, AUGUST 21, 1920

NUMBER 40



Arrival of Essex Car No. 2 at the San Francisco Post Office

Essex Again Triumphs—Sets New Transcontinental Record

San Francisco to New York **4 days 14 hrs. 43 min.**

Three other Essex cars were sent across the continent. Each beat all previous records—a remarkable demonstration of Essex reliability. Their time was:

New York to San Francisco—4 days 19 hours 17 min.

San Francisco to New York—4 days 21 hours 56 min.

New York to San Francisco—5 days 6 hours 13 min.

The Midnight Start From New York City



Kadel & Herbert Copyright 1920

Robert B. Cole, Vice-President of the Hudson Motor Car Company of New York, starting Essex Mail Car No. 2 from New York, at 12:01 a. m. August 6th.

ESSEX now holds the coveted transcontinental record. Within a period of eleven days, four Essex touring cars crossed the American continent from New York to San Francisco and San Francisco to New York and each one made better time than had ever before been made by any other car.

Car number One from San Francisco, the first to cross, made the remarkable time of 4 days, 14 hours and 43 minutes. Car number Two from New York, reached San Francisco in 4 days, 19 hours and 17 minutes, beating the record for this direction by over 22 hours.

The other two cars started after the first two had finished. Both cars encountered extremely severe rain and mud in the west. For hours the second westbound car traveled through mud a foot deep at greatly reduced speed. But despite delays and handicaps these cars finished at San

Francisco and New York respectively in 5 days 6 hours 13 min., and 4 days 21 hours 56 min.

The average time for the four cars was 4 days, 21 hours and 32 minutes. As such it stands out more than a single record—more than just the time of an individual car—it is a record of consistent performance, demonstrating Essex reliability and endurance beyond question, for on these four trips every requirement of motor performance was met.

Now more than ever before Essex is in the spotlight of public attention. As the holder of the transcontinental record; and of a great multitude of records made Essex Week; the 3037 mile endurance record on the Cincinnati Speedway, Essex is beyond question the most talked of car of its size, class or price in the country today. "Watch the Essex," is a slogan with a meaning to every motor car owner.

Most Direct Route Followed by Cars On Transcontinental

**Combination of Highways Used—
Faster Time Could Have Been
Made—No Professional
Drivers Employed.**

IN general the transcontinental roads used, were the Lincoln Highway, the Pikes Peak Ocean-to-Ocean Highway and the National Old Trails, by which a combination was worked out covering the best roads between New York and San Francisco and cutting some mileage from the trip; that is to say, the route followed by the Essex Cars was somewhat shorter than any one of the National transcontinental roads.

Car Goes Through Mud Flats

One important cutoff, that saved some distance but necessitated the travel of some very rough and dangerous roads, was that across the narrowest point of the Great Salt Desert in Utah. The Lincoln Highway curves around the southern extremity of the Salt Desert, but the Essex cars took the cut directly across the mud flats for some forty-seven miles. The east-bound car which started from San Francisco at 12:01 A. M., August 5th, arrived at the Weehauken Ferry on the New Jersey side of the Hudson River at 5:31, August 9th. The ferry trip across from Weehauken to New York required thirteen minutes. This landed the car in New York City at 5:44 P. M., exactly four days, fourteen hours and forty-three minutes after leaving San Francisco. At the western extremity of the trip, there was, of course, also the ferry journey across San Francisco Bay to Oakland.



Driver McCrae signs for the first mail pouch at the New York Post Office



Drivers and officials at Valparaiso, Ind., C. B. Chapman, E. E. Albright, relief driver J. R. Histed, Chicago, Ed. Dietrich, westbound driver.

The great achievement was not in the mere breaking of the record from New York to San Francisco, but in the demonstration of the ability of the Essex cars to conduct a regular fast mail service across the continent without interruption and making time comparing favorably with the fastest railway trains carrying mail for the United States Government.

Could Have Done It Faster

If it had been desired, doubtless the car could have been rushed across this trip in even faster time than it made. At no time was the car pushed so hard that there was any danger of serious break-downs or injury to the drivers. At each relay point, the car was halted long enough for inspection. Each of these stops required a considerable amount of time and while the get-away was rapid enough for efficiency, the speed laws in all cities were observed and there was no fast driving through cities, except in some towns where police escort was arranged.

Changes of Drivers Frequent

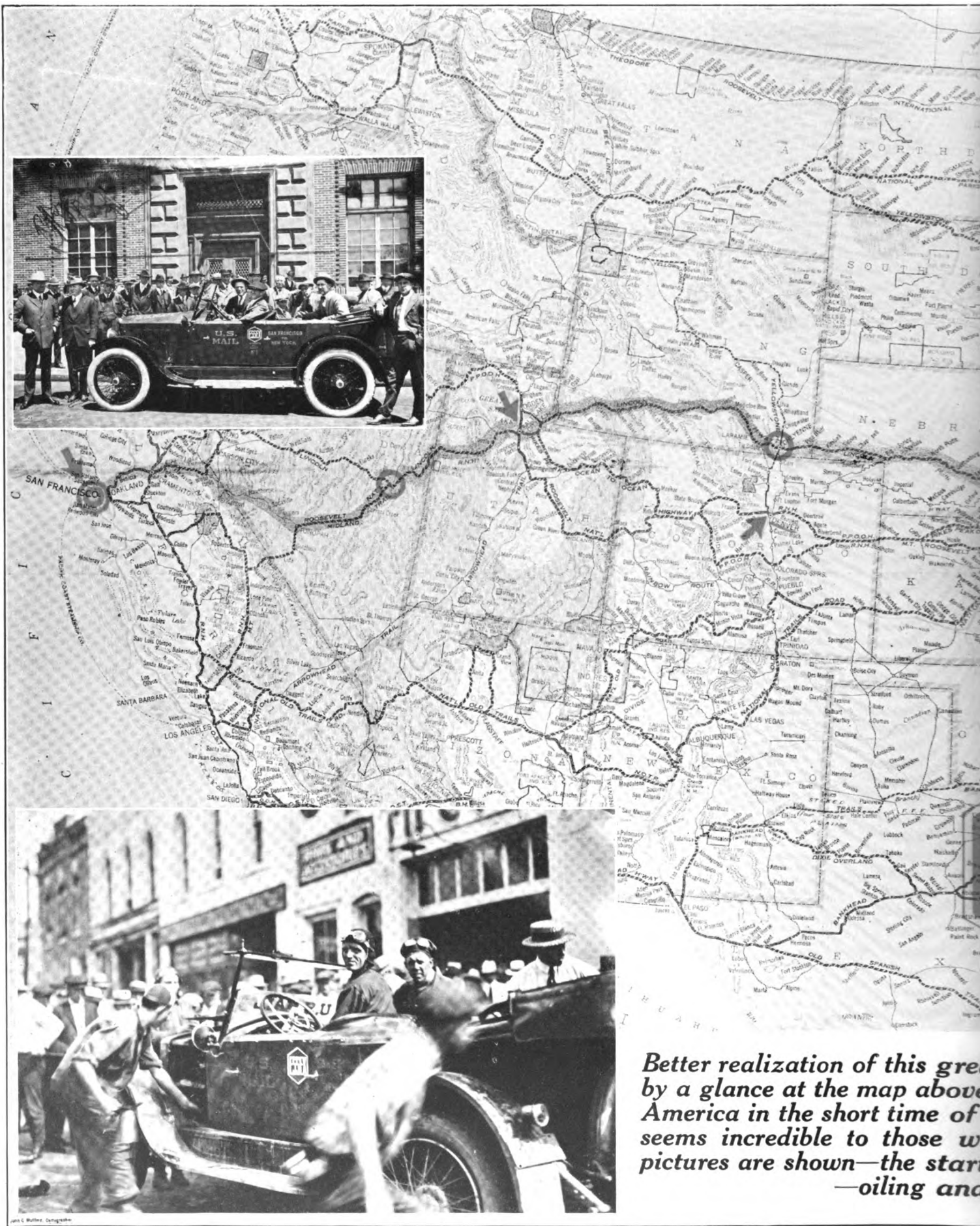
The entire success of the run was unquestionably due to the business-like methods used by Hudson and Essex Distributors. Changes of drivers were made frequently enough so that there was no chance of any man having to undergo too severe a strain. Each man who drove was familiar with the road and all he attempted to do was to keep the car up to the schedule set for the particular distance he was delegated to cover. In all, something more than thirty drivers participated in the various runs. This means that each car was

(Continued on Last Page)



Essex Mail Carrier No. 2, checking in and changing drivers at Valparaiso, Ind.

Over This Route of 3,347 Miles the E



*Better realization of this great
by a glance at the map above
America in the short time of
seems incredible to those w
pictures are shown—the start
—oiling and*

Essex Set a New Transcontinental Record

A detailed map of the United States showing the transcontinental route of the Essex car. The route is marked with a thick line and arrows, starting from San Francisco, California, and ending in New York City. The route passes through major cities including Chicago, St. Louis, Indianapolis, Cincinnati, and Philadelphia. The map also shows state boundaries and major geographical features like Lake Superior and Lake Huron.

A black and white photograph of an early 20th-century Essex car. Several people are in the car, and one person is standing on the back. The car is parked on a street.

A black and white photograph showing a group of men pushing an Essex car. The car is on a street, and a large crowd of people is gathered around it. The men are wearing hats and casual clothing.

...ishment of the Essex can be had
...ncisco to New York—clear across
...hrs. and 43 min. Such a record
...know the Essex. In the small
...ncisco—the finish at New York
...he car enroute.

This Photograph Crossed Continent On First Motor Mail Trip



Do not be misled by this picture. It shows Essex Transcontinental Mail Carrier No. 1 in front of the postoffice in San Francisco with Postmaster Fay placing a mail pouch in the car. But obviously this photograph was taken by sunlight, while the Essex actually started on its trip in the deepest sort of darkness, one minute after midnight—12:01 A. M., August 5, 1920.

The more interesting fact about the picture is this. After the photographer made the plate, he rushed back to the shop and developed it and made the print from which this illustration is reproduced. The print was placed in the pouch carried by the Essex and was delivered in New York, then relayed back to Detroit in time to appear in *The Triangle*.

The pouch that carried this photograph was the first ever delivered by transcontinental mail, as the car starting from New York did not get under way until twenty-four hours later than the east bound car. The New York postoffice received the pouch at 5:52 p. m., August 9, only eight minutes after Essex Mail Car No. 1 arrived on the soil of New York City.

A Dramatic Moment When Essex Breaks N. Y.-Chicago Record

By DUPRE L. AGNEW
Chicago, August 11

IF you had been at the city limits at 106th Street last night, you would have found a small crowd of men standing out in the middle of the street watching the road to the east.

Suddenly 'way down the road a blaze of light swung into view; the staccato beat of the exhaust was heard, and then the blare of the motor horns.

"There she comes."

It took but seconds for the car to travel the mile of road. Her motor was slowing down to a contented purr and she was sliding across the state and city line before we realized it.

Every one was ready. The camera was set and focused. A flash of light and a "puff" told when the picture was made. "Go ahead" sent the car on its way to San Francisco.



Before they left the drivers had the satisfaction of knowing that another record had been added to the long string already held by ESSEX. The

little car had come from New York to Chicago in twenty-four hours, forty-three minutes, fifty seconds—two hours, seven minutes and ten seconds faster than the best previous record.

When the Cars Passed Each Other in Iowa

There was a dramatic moment when the two transcontinental cars passed each other out in Iowa. The roads were heavy, and the dust was thick. It was just twilight as Driver George A. Wall with Essex Number 1, rounded a sharp turn on a country road between Atlantic and Council Bluffs. He heard the horn of a fast approaching car. Recognition was difficult, but the car that rushed by on its way to the Pacific Coast was Essex Transcontinental, Number 2, driven by J. A. Peverill.

THE HUDSON TRIANGLE

Here Is the Route Traveled

SAN FRANCISCO, via Vallejo Ferry to Oakland; over Lincoln Highway to Placerville, Meyers, past Lake Tahoe and over Kingsbury Pass through the Sierra Nevada Mountains into Menden, Nevada.

From Menden to Garnerville, where cars left the Lincoln Highway and took trails through Wellington and Montelle to Hawthorne. From Hawthorne through Sodaville, crossing desert to Tonopah, striking the Midland Trail and following it to a few miles beyond Clifford's Ranch, thence going north to Hot Creek, crossing Pancake Buttes and again striking the Midland Trail at Currant; thence on to Ely, again taking the Lincoln Highway north through the Steptoe Valley to Shelbourne.

Leaving the Lincoln Highway at Ibapah, the cars struck across to Gold Hill; across the desert from Gold Hill, passing Granite Mountain and crossing the Lincoln Highway at Orr's ranch; through St. John, Stockton, Tooele, thence over the Lincoln Highway to Salt Lake City.

From Salt Lake to Coalville, Echo City and Evanston, entering Rock Springs, Wyoming; Rawlins, Medicine Bow, Bosler and Laramie to Cheyenne; still on Lincoln Highway to Sidney, Nebr., Chappell, Big Springs, North Platte, Lexington,



Essex No. 1 as She Checked In at Salt Lake, 6:31 a. m. August 6.

Kearney, Grand Island, Columbus, Fremont and Omaha to Council Bluffs, Ia.

Leaving Lincoln Highway at Council Bluffs, over White Pole Road across Iowa via Atlantic, Stuart, Des Moines, Oskaloosa and Muskatine to Davenport.

From Davenport to Princeton, Ottawa, Morris and Joliet, again joining Lincoln Highway and following to Chicago Heights and Dyer, detouring South Gary and again reaching Lincoln Highway at Valparaiso.

Valparaiso to Fort Wayne and via



This is one of the Pathfinders on the Mud flats, Great Salt Lake desert, showing worst stretch of road encountered.

Decatur, Ind., and Ohio City, Ohio, to Lima.

Leaving Lincoln Highway at Lima, cut across to Columbus, thence over National Old Trails to Zanesville, Wheeling, W. Va., and Uniontown to Cumberland, leaving this trail five miles west of Hagerstown. Crossing the Lincoln Highway at Greencastle and going north over the Pike's Peak Ocean-to-Ocean Highway to Harrisburg, Reading, Allentown to Easton.

From Easton by way of Morristown and Newark to the Weehauken Ferry Landing, on the Jersey side of the Hudson.

The time taken from San Francisco City, where the Eastbound cars started, includes both ferry trips and the actual time required for cars to land on the soil of New York City. The same was, of course, true of cars leaving New York for San Francisco.

And At the Same Time—

St. Louis, Mo., Aug. 11, 1920.

Essex Motors,
Detroit, Mich.

Essex stock car smashes all records St. Louis to Kansas City and return same day, eighteen hours fifty one minutes. Best previous record for round trip was twenty-two hours. Entire distance, six hundred six miles was covered at average speed of better than thirty-two miles per hour over very rough Missouri roads. This is same car that established new Kansas City to St. Louis record during Essex Week, nine hours fifteen minutes. Both runs made without any mechanical trouble.

Hudson-Frampton Motor Co.

SALT Lake City to Ely, Nev., 265 miles, in 9 hours, 3 minutes! If you will trace the route on the big map in the center spread and then consult your blue book routes from Salt Lake to Ely, you will just begin to understand how very important and remarkable this time is.

Over the mud flats of the great Salt Lake desert, between Orr's Ranch and Gold Hill, is what seasoned, hardened tourists maintain is the worst road in the world—70 miles of desert and 24 miles of mud flats. The poor condition of this road is, however, only temporary, inasmuch as improvements are now under way that will make it agreeable for travel, whatever the weather.

The time of Essex Mail Car No. 1, by the way, was many hours faster between Salt Lake and Ely than the best mail train time.

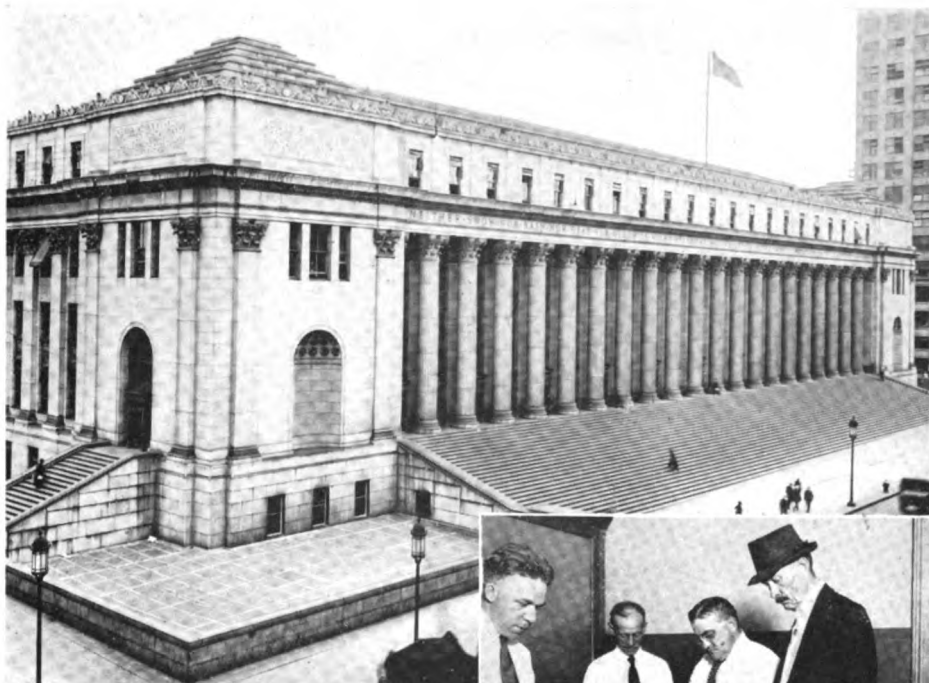
Mr. McAneeny's Message to the Participants:

August 11, 1920.

The consistent performance of the Essex cars and the quite remarkable records set up between San Francisco and New York could not have been brought about without the loyal and efficient support given our program by all participating dealers and drivers. These records can only be broken by an organization as well equipped and with a duplication of enthusiasm and efficiency. Is there another such organization?

ESSEX MOTORS,
W. J. McAneeny.

Opening First Pouch of Transcontinental Mail at New York Post Office



ON Monday afternoon, August 9th, a mud-stained, dust-covered Essex touring car pulled up at the portals of this great building—the New York Postoffice—and delivered to the superintendent of mails the first pouch of United States mail ever carried across the American continent by motor car. From this building a little over four days before an Essex left for San Francisco with a bag of mail for the west, but the trip east was made in faster time, so to the New York post office goes the honor of receiving and opening the first transcontinental motor mail pouch. The little group at the right are sorting the first mail, among which were letters for many celebrities, including the Governor of the State, the Mayor, Poet Edgar A. Guest and others.

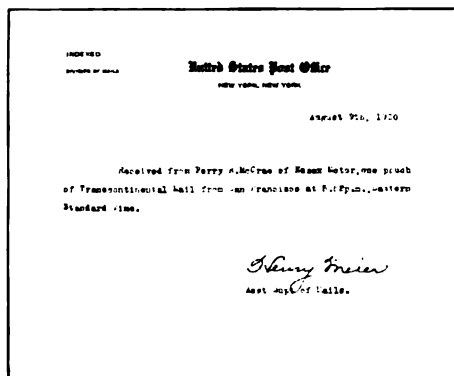
Officials Greatly Interested

There was great interest in the sending of the mail. Every postoffice official who had a part in it showed gratifying pride and watched the course of the cars daily. The New York post-office daily bulletin carried an announcement of the opportunity to send mail, and many letters came in.

Over the great facade of this building is this inscription—

Neither Snow, nor Rain, nor Heat, nor Gloom of Night stays these Couriers from the swift Completion of their Appointed Rounds....

Now, it applies to another type of mail courier—the motor car.



Uncle Sam's receipt for the first pouch of Transcontinental Motor Mail.

Most Direct Route Followed by Cars On Transcontinental

(Continued from Page 3)

driven by a large number of men, many of whom had never seen the car before and who took the wheel after only a very hurried examination of the car itself.

The time made would have been impossible for any three or four drivers. The question of making fast time in a transcontinental run nowadays is not only a question of endurance of cars but of the endurance of men. The Essex was thoroughly able to make the trip, but it is doubtful that the fast time would have been possible, without these numerous changes of drivers.

No Professional Drivers Used

None of the drivers has a professional rating. All of them are associated with Hudson and Essex Distributors and Dealers in their regular, everyday business.

In the history of automobile tests, this is unquestionably the greatest. The story is one of amazing endurance and capacity for withstanding punishment. There were some very severe storms and there were more miles of unpaved country than hard surfaced roads along the way.

Also Credit Good Roads Boosters

No little part of the credit for the fast time made by these transcontinental mail carriers should go to the good roads boosters of America. Since the Hudson Super-Six made its record in 1916, there have been notable improvements—chiefly in Wyoming, Nebraska and Nevada, where a vast amount of work has been done.

The road from San Francisco to New York is a good road. Considering the great distance, it is an excellent road. Probably there is no road of equal length in the world as good as this one. The worst spots are continually being improved and now any Hudson or Essex owner need not have the least fear about attempting the transcontinental trip.

We Will Make Our Bow to the Valient Drivers Later

UNTIL all of the drivers' affidavits are received at the factory it will be impossible to acknowledge the splendid work of every individual driver who participated in the runs. But upon the receipt of the affidavits a complete record of the achievement of every man who drove will be made. These affidavits should arrive at the factory in time for attention in the following number of the Triangle, together with as many photographs and details as it is possible for us to collect.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, AUGUST 28, 1920

NUMBER 41

Champions

THE world loves a champion. People today are no different than they were at the time of John L. Sullivan. Most of us have closed our desks to watch Ty Cobb or Hans Wagner, and we are doing it now for Babe Ruth. It is human nature to take pride in accomplishments.

Hudson and Essex are champions. They hold all the worth-while records in the automobile world, and when an automobile does something worth while over 8,000,000 owners are interested, and particularly if a man owns, or hopes to some day own a car of that make.

There was a thrill that went over the entire country when an Essex crossed the continent in 4 days, 14 hours and 43 minutes. Many motor car owners refused to believe it, and but for the fact that the car carried mail and was virtually checked out of San Francisco and in to New York by Uncle Sam some never would have thought the run possible.

Now over 45,000 Essex owners enjoy a greater pride of ownership because their car is a champion. The Cincinnati 50 hour run, the hundreds of local records of Essex Week all helped to stimulate this pride of ownership, but the transcontinental run was the crowning achievement.

KNOW YOUR A, B, C's

It is just as essential for every Hudson and Essex salesman to know every Hudson and Essex record as it is for a man or woman to know their A, B, C's. If you don't know these records by heart, learn and use them.

Hudson, with its round-trip transcontinental record, its years of victories untouched, and the prestige it has earned as a fine car, enjoys all this championship, pride-of-owner feeling.

Owners and prospective owners should never be allowed to forget that Hudson and Essex cars are champions. As new records are made they should know about them, and to all dealers and salesmen whose privilege it is to come in actual contact with owners there is a duty to see that none is allowed to forget the very front place that Hudson and Essex cars now hold.



THE HUDSON TRIANGLE

These Are Some of the Men to Whom Great Honor is Due



Edward Higgins and Tom Carey, New York Zone.



Patterson, J. H. Arnold et al. at San Francisco.



J. A. Peverill and Geo. McConnell, Des Moines Zone.

THE men who deserve the credit for putting the four cars through the most gruelling test ever given to any automobiles are those whose names follow. All are connected with Hudson and Essex distributor and dealer organizations.

New York Zone, New York to Easton, Pa.: R. B. Cole, manager, F. R. McCrae, Rochester, N. Y.,



Fred L. Brown, Salt Lake, Manager of the Rocky Mountain Zone—Evanston, Wyo., to Ely, Nev.



Russell Tabor, Henry Bando and Guy L. Smith of Omaha, with the White Essex they used in the Omaha Zone for a Pathfinder.

Edward Higgins and Thomas Carey, New York, drivers.

Philadelphia Zone, Easton to Cumberland, Md.: E. M. Antrim and F. H. Yerger, managers; F. J. Ryan, Philadelphia and Fred Heilman, Reading, Pa.

Pittsburgh Zone, Cumberland to Wheeling, W. Va., E. J. Frans, manager and driver; G. H. Guenther, driver.

Columbus Zone, Wheeling to Lima, Ohio; H. J. Schwartz, manager; Parker Mitchell and Don Clifton, drivers.

Indianapolis Zone, Lima to Valparaiso, Ind.:



Arthur E. Lee, driver, and W. P. Sorenson, who performed brilliantly in the Chicago Zone.

D. L. Cowan, manager, Lester Burgess, asst.; H. G. Rose and P. Andrews, drivers.

Chicago Zone, Valparaiso to Davenport, Ia.; E. E. Albright, manager, L. E. Silvis, asst.; drivers, Albright, Ed. Dietrich, A. E. Lee and Wm. Sorenson, Des Moines Zone, Davenport to Council Bluffs,



L. L. Hains and Wm. Cortez—Salt Lake to Ely.

Ia.; manager, J. A. Peverill; assistants, W. P. Graves, F. L. Patterson, S. J. Penberthy; drivers, Peverill, Geo. A. Wall and Capt. E. L. Snyder; relief drivers, Paul Swearingen and George McConnell.

Omaha Zone, Council Bluffs, Cheyenne, Wyo.; manager, Guy L. Smith; asst., John J. Barnes; drivers, J. Russell Tabor, Henry R. Bando; relief, Al Donohue and Don Hough.

Denver Zone, Cheyenne to Evanston, Wyo.; manager, A. S. Broodhead; drivers, Will Goodale, C. Sundin; Relief, Dave Woods and Lamberton.

Salt Lake Zone, Evanston to Ely, Nev.; manager, Fred L. Brown; drivers, L. L. Hains, H. L. Bier, D. L. Ganiard; relief, Wm. Cortez, E. W. Swinyard and Walter Larson.



E. E. Albright and Ed. Dietrich, pleased with their performance in the Chicago Zone.

San Francisco Zone, Ely to San Francisco; managers, C. G. Lewis and Dave Lewis (Factory); drivers, J. H. Arnold, George W. Harrison and A. H. Patterson; relief drivers, Tom Arnold and H. E. Brown.

The Triangle regrets that all photographs of those who participated have not yet arrived and could not appear in this number. They will be published later.



Paul Swearingen and Geo. Wall, Des Moines Zone.

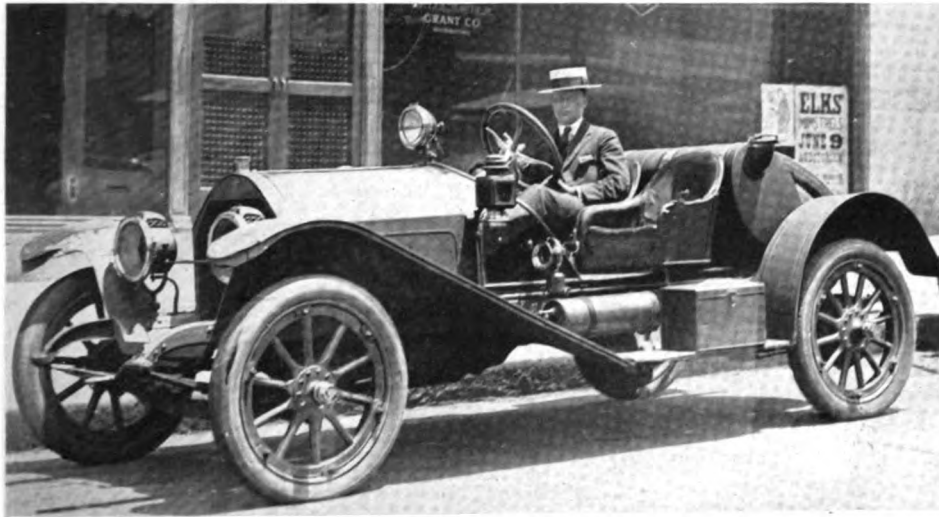


E. W. Swinyard and Harry L. Bier who took the champions from Salt Lake to Evanston.



G. H. Guenther and E. J. Frans, Pittsburgh Zone.

1911 Hudson After 186,753 Miles Still Good For 100,000 More, Says Driver



THE Hudson "33" Roadster shown above was bought by Wimby Peters, of Atlanta, Ga., on Thanksgiving Day, 1911.

It had been driven 186,753 miles up to May 26, 1920, when Mr. Peters decided that he would have it repainted and run it for another 100,000 miles before he traded it in on a new Hudson.

When it is considered that the National Automobile Chamber of Commerce figures the average life of an automobile at 50,000 miles, or approximately five years use, it can be seen what the exceptional endurance found in Hudson cars means to their owners.

Mr. Peters is very proud both of the performance and appearance of his Hudson and declares this car has never stopped on the road because of any mechanical trouble and that it is in perfect mechanical condition today.

Two New and Three Used Essex Sold By "The Week"

W. D. Marshall, Morristown, N. J., made three round trips from Morristown to Hackettstown over Schooley Mountain, with a stock touring car sealed in high gear and with the gear-shift lever removed. This was an Essex Week performance of which a complete report was delayed. The distance covered was 128.8 miles. On the first trip the Essex went over the mountain top at 50 miles per hour. On the second trip at 55 miles per hour and on the third trip at 55. On each of these trips Mr. Marshall was accompanied by two newspaper men who officially read the speedometer. On a fourth trip, with one passenger, the same car reached the summit at 65 miles per hour.

Note—From this showing, two sales of new cars were made, immediately, and three used Essex were sold at figures ranging from \$1450 to \$1550.

Harold L. Arnold of Los Angeles has created a new department to facilitate the movement of cars consigned to Pacific Coast points. It is under the supervision of K. J. Koebig. Hudson and Essex owners can make good use of this service when going to the Coast or leaving for points adjacent to Los Angeles.

I have driven my Essex about four thousand miles since purchasing it last summer. I have used it in all kinds of weather and over all kinds of roads and have found it thoroughly satisfactory and dependable.

—W. H. SMITH, Bangor, Pa.

Essex Settles Fuss About That St. Louis - Kansas City Record



This is the way Hudson-Frampton Company of St. Louis cashed in on the recent achievement of the Essex in breaking the record from St. Louis to Kansas City.

St. Louis has been having a gay time with the coveted St. Louis-Kansas City record ever since Essex Week. But now, finally, the Essex seems to have settled the matter with the round-trip run recorded on the banner that the car so proudly bears.

In the lower right hand corner, Mr. Jumbo, or one of his relatives, a figure of great dignity, assumes the role of town crier, giving St. Louis folks the pleasing facts about the Transcontinental run.



The Honourable Poppy Co-Star with Super



LORD INCHCAPE'S daughter, the Honourable Poppy Wyndham, is the heroine of a new film thriller. And in the course of saving the young peeress from the clutches of the villain the hero, played by Eric Lyons, drops from an aeroplane into a very fine motor car.

Mr. Lyons is fortunate. He not only plays

opposite the fair Poppy, but he has an excellent place to drop. We are sure that if we were dropping from an aeroplane we should show the same good taste as Mr. Lyons and drop into a Super-Six.

The pictures show that it is easy to do. They are made and copyrighted by Underwood & Underwood and we have to give the Underwood boys credit.

Record Car Again Triumphs

THE Essex which broke the fifty-hour record at Cincinnati and which has experienced some of the hardest knocks ever given to any car, has just made a run from Norfolk to Richmond, Virginia, a distance of a hundred miles, in a driving rain, through red clay roads and one swamp. At least one dozen cars and trucks passed on the road were buried in the mud and abandoned, inasmuch as the country is practically a wilderness with only a few scattered farm houses, with no one near to give assistance.

The first thirty miles were covered in about two hours; the last seventy miles, in ten hours. A. Edloe Donnan, Jr., distributor at Richmond, writes that the car never stopped running from 9 p. m., to 8:30 a. m. He also reports that after washing and greasing the car, it was again in perfect condition.

This famous car was displayed in Richmond and attracted a great deal of attention.

WILLIAM CAMPBELL, in far off Johannesburg, South Africa, contributes an amusing incident that shows that American body builders are quite capable of making their coach work as good as, if not superior to, the work of European manufacturers.

Mr. Campbell writes: "In Cape Town there is a Mr. Devlin, a coach builder, formerly with Holland & Holland of London, a very fine tradesman, but with a bias against American work. Mr. Chiappini happened to drive up to Mr. Devlin's workshops with his limousine and Mr. Devlin closely examined the body and after doing so took it for granted that it was an English body.

"Tapping it with the back of his knuckles, he remarked to Mr. Chiappini, 'The Americans may be able to build chassis, but of course, there's only one country in the world they can do this fine work in.' Mr. Chiappini tells the story with great gusto and is an enthusiastic booster of the Hudson."

A Word of Appreciation From Akron

KINDLY accept our heartiest congratulations on this achievement, and we are only sorry that we were not located along the route taken by these cars, as it certainly would have been a great pleasure to assist in establishing a record of this kind. However, if the opportunity ever presents itself, we want you to depend upon us to assist you in whatever way you may ask.

We have passed the word of this remarkable achievement to our local newspapers who have been very liberal with their news items, and in addition to this have had large signs made for the front of our building, and we cannot help but notice how the public admire the Essex Car, and is needless to say that accomplishments of this kind mean more to the dealers than words can express.

We assure you that we are proud to be Dealers of Hudson and Essex cars.

Yours very truly,

BASHAW MOTOR SALES CO.

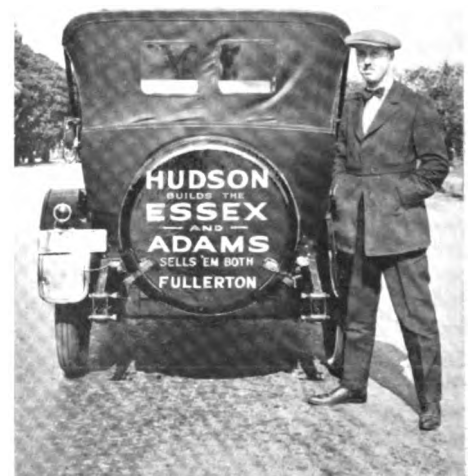
F. E. Johnson, Mgr.

Akron, Ohio, Aug. 17.

They're Always in Limelight

Senator Simpson, of Hudson County, and Assemblyman Barrett, of Essex County, were among those who witnessed the signing of 3½ per cent beer bill by Gov. Edwards, of New Jersey, according to a newspaper clipping sent in from Oklahoma City, Okla. The bill was signed at Trenton, N. J.

Meet Mr. Hudson Essex Adams



First thing you know R. G. Adams will be signing his letters "H. E. Adams." The picture tells the story, which has become so familiar to folks in and about Fullerton, Cal., that they call the Hudson-Essex dealer, who is Mr. Adams, "Hudson Essex Adams." It's not a bad name—not a bit bad.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, SEPTEMBER 4, 1920

NUMBER 42

Get Into Training

AMERICAN athletes have just returned from the Olympic games. They were entered in competition with the best athletic talent of the world. In swimming and in track and field events they captured the greatest honors and in a number of instances set new world's records.

Training was the real reason for the success of the American teams.

If American salesmen were in training, the present business period would be in no sense a difficult one. If there had been no abnormal demand, no interruption of production, the present time would seem like a normal, healthy business season.

As a matter of fact the present "slowing down" is an indication of a return to conditions of a normal, buyers' market.

An outstanding characteristic of Americans is that they can train themselves quickly.

THE achievements of the American army during the war gave splendid evidence that this is true. The world was amazed at the rapidity with which ordinary citizens were made into splendidly trained soldiers. American determination to win formed the ground work for our military success.

The same characteristic is responsible for American superiority in business and industry.

When the great necessity was for production America turned to and attacked the problem vigorously and caught up with the extraordinary demand for goods.

Every salesman who faces the question

honestly knows that he has been little more than an "order taker" during the months following the end of the war. His work chiefly has been in helping the customer to get delivery, rather than making any great effort to really sell goods in competition with others.

IF HE is discouraged now, if he is somewhat alarmed now that conditions

are changing, it is perhaps because he is out of training.

The muscles of sales effort are soft. He is a bit heavy because of inactivity. He has lost temporarily some of his old time cleverness and enthusiasm; he is not as nimble as he used to be.

There is only one way for him to "come back"—that is to get into vigorous, relentless training. And by doing this—by doing road-work on the trail of the prospect, by getting up his old time enthusiasm and vigor, he can develop his punch right enough.

And when he does—WATCH HIM!

Here Is a Table Worth Noting

A distributor in making an analysis of sales in July presents the following chart:

Salesmen	Sold	No. of Prospects Visited
A	10	101
B	14	126
C	11	95
D	8	89

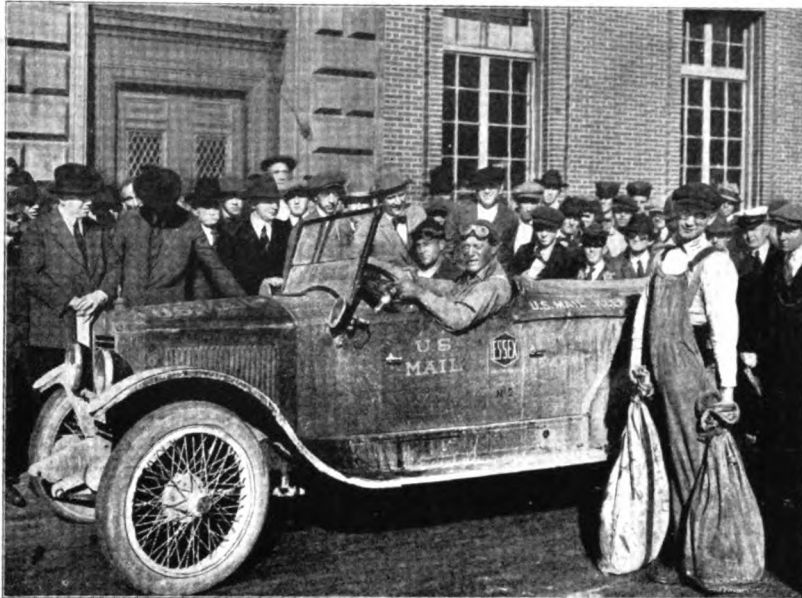
It tells this simple story: the salesman who made the greatest number of calls sold the greatest number of cars.

Tell Us How You Like This New Idea

BELOW is reproduced the first of a series of window posters being sent out by the Advertising Department.

Essex and Hudson cars are continuously performing in events that are of considerable public interest and the Advertising Department believes that it is worth while to tell about the things these cars do by means of news-photo bulletins. Distributors and dealers will have received the first consignment of these small posters before this copy of *The Triangle* is in your hands.

Please write us what you think of the idea. If you have made good use of the bulletin we would appreciate a letter telling us what methods you used in having them posted in your city.



First Transcontinental Mail Is Carried Across America by Automobile in the Remarkable Time of 4 days, 14 hours and 43 minutes

Four Essex Cars crossed the continent—two from New York to San Francisco—two from San Francisco to New York—all carried United States mail—the first time it has been transported from coast to coast by motor car. All four cars beat all previous transcontinental records.

This photograph shows the arrival of one of the Essex cars at the San Francisco Post Office. The average time of the four cars was 4 days, 21 hours and 32 minutes. The first San Francisco to New York car covered the distance of 3347 miles in 4 days, 14 hours and 43 minutes.

T.P.S.-101 Copyright 1920. Triangle News and Photo Service, 2901 East Jefferson Ave., Detroit, Michigan

HAROLD L. ARNOLD, distributor for Southern California, at Los Angeles, has taken over the entire State of California, all of the territory formerly under the distributorship of the H. O. Harrison Company of San Francisco. The change became effective Sep. 1.

Guess What Was In the Mysterious Box

JVAN SALISBURY, Jr., of Castleton, N.Y., makes his first contribution, being moved to literary effort by the performance of his Essex Sedan purchased from Stratton at Albany on August 14th.

On August 18th, Mr. Salisbury drove 174 miles with six passengers, a dog and a large box weighing 70 pounds, (Mr. Salisbury

Radiator is Cool After Long Mountain Climb



A stock Essex recently made a 246-mile hot weather run in Southern California that, according to I. L. Parker of San Diego, hasn't an equal. Over Palomar grade, the Nigger canyon route, in 36 minutes in intermediate gear without getting the water any more than warm is, according to what various cars have done, a record. This point is about 1000 feet above sea level and is one of the most rugged and grueling mountain roads in San Diego County.

Just sixty seconds after reaching the top of the 12-mile climb young Stephen Bailey, 4½ year-old son of Dr. Bailey, owner of the Palomar Hotel at Nellie, was seated astride the radiator, and, the young man said, it was just as comfortable as his pet hobby horse.

The car used for the entire trip, a distance of 246 miles, 9½ gallons of gasoline, 1 pint oil and 1 quart water. This car had been previously driven about 7100 miles.

The party of three left the J. W. Freiden agency and traversed the entire trip with no trouble whatever. The only feature they attempted to bring out was the wonderful cooling system of the Essex, the excellence of which was proved on the Palomar grade.

doesn't give details as to what was in the box) through the hills to Lake George and return.

With the exception of starting, only one shift out of high gear was made on the entire trip.

Good Roads Tour Stirs Up Canadian Salesmen

In a good roads tour conducted by the Ottawa Journal, an Essex car driven by Major Burpee took 994 points out of 1000 possible, and second place in a field of 77 entries and won the special cup donated by His Worship, the Mayor of Ottawa, Canada. W. H. McIntyre, General Manager of the Ottawa Car Mfg. Co., Ltd. writes that in the days following the tour, inquiries for Essex cars were greatly increased and high enthusiasm for the Essex was manifested by salesmen.

"Rip" Says No Special Oils or Greases Used

E. V. Rippingille points out in connection with the transcontinental run, that no special oils or greases were specified or used during the entire trip. Each zone manager was advised to have oil on hand, the grade being left to his own discretion.

Hey Diddle Diddle, the Horse Jumped Over the Star



Leonard Stroud, champion cowpuncher and trick rider, thrilled some 40,000 Minnesota folk at the state fair held at Minneapolis the last week in July, by jumping his horse over an Essex load of not-too-comfortable passengers. Yakima Knut, another reckless product of the ranch, also did a bit of thrilling by jumping from the running board of the Essex to the back of a steer, then throwing the steer to the ground. H. L. Schaefer, retail sales manager of the Twin City Motor Car Co., got motion pictures of the stunt. If any other distributor or dealer should like to make use of the film, he can make the necessary arrangements by writing to Mr. Schaefer.

Transcontinental Sales Help, Says Brown

Fred L. Brown, Wholesale Manager of the Botterill Auto Co., Salt Lake City, is the first to send in a report of sales directly resulting from the Transcontinental run.

Here is Mr. Brown's contribution:

"Mr. Ganiard of Rock Springs, who drove between that point and Evanston, made arrangements so that no matter which way a car was running, his office called up the people in Lyman, who in turn called up Fort Bridger, and it is needless to say that the entire population of each place was out along side the road to see the ESSEX go by. We are not saying how many people live in these two towns, but it shows something of the interest, and they know how an ESSEX car is made and all know an ESSEX will run some.

"They report the entire town of Ely was up and around, no matter what the hour, and everyone was anxious to give all possible help.

"We just had a result from the run. A man in Rock Springs entered an order for an Essex car, and with Mr. McCurtain, the salesman, came into Salt Lake City last Monday to take delivery. When the writer asked the man why he was in such a hurry for his car he replied: 'I am not in a hurry to get one, but I knew as soon as people realized what the ESSEX would do, that I would have to wait a long time for delivery'."

From Essex Owners

The performance of my Essex, which has been driven approximately 10,000 miles, has been absolutely satisfactory. As I believe the Essex cannot be excelled by any car, I am placing my order today for a Roadster to be used as our office car.—E. O. DAVIS, Paducah Hosiery Mills, Paducah, Ky.

I have never had a car I liked better than the Essex. It has given me the best of service in every way.

—D. F. LITTLE, Pittstown, N. J.

Disbrow and Hougdaahl Win With Essex at Toronto

Louis Disbrow drove an Essex to victory in the International Sweepstakes at Toronto, Canada, on August 30th, winning a purse of \$2500, finishing the 5 miles in 6 minutes, 31 seconds. In the same race, Sig Hougdaahl finished third in his Essex.

Disbrow also won the first event, a 3-mile race, making the time of 3 minutes, 39 1/5 seconds.

Hougdaahl with his Essex won the 2-mile race and the prize of \$300.

Sig Hougdaahl also won a match race between himself and Rowe Brainard of Kansas City, for a purse of \$500, distance 3 miles. Hougdaahl's time was 3 minutes, 42 seconds, flat.

An enormous crowd at the Canadian National Exhibition cheered the Essex wildly, and after the races Hougdaahl and Disbrow were kept busy showing the cars and explaining that they contained stock Essex motors.

One of the Distributors asks that Hudson and Essex dealers throughout the country keep a lookout for Hudson Super Six Serial Number 11-0-7418, motor number 91307.

This car is supposed to be headed for San Diego, Cal. If you should locate this car notify the Factory Sales Department at once.

The Show They Had in Holland



's Gravenhage, Holland, recently had an automobile show in which the Hudson and Essex cars were attractively exhibited. The accompanying photograph shows the display of the Hudson Auto Company of The Hague.

More of the Thrilling Details of the Transcontinental Run

THE *Triangle* dealing with the Transcontinental Run contained the best pictures and the best information that could be gathered by the Advertising department up to the time of going to press. Inasmuch as the *Triangle* was used to help herald the glad news to the world, we had to get it out and send it to all distributors and dealers as soon as possible after the conclusion of the run.

Everybody along the line of travel was, of course, exceedingly busy. There was so much anxiety about getting the cars through in good shape that there was little opportunity to get good pictures and send them in and somehow there was but little time for those who handled the big event so magnificently to dash off masterpieces of description that we just didn't have any details on which to go.

Now, a couple of weeks later, the really interesting, thrilling stories begin to come in. We wanted pictures of all drivers and mechanics and zone managers, but these modest fellows apparently took no time to pose before the camera until they had done their part, got a couple of days rest and then leisurely shaved, put on the best suit and after carefully brushing the old pompadour, permitted the photographer to snap their illustrious countenances.

And so we have had to wait. Better late than never, of course, but it appeals to us as being sad that we could not have had some of these excellent pictures before.

The excuse that the mails delayed things is hardly valid. Among the first pictures to arrive were those from San Francisco, which is farther from Detroit than any other point along the route of the Transcontinental run.

Two issues of the *Triangle* have gone by, and we just receive a splendid little story of the thrills of making the night run West from Easton, Pa., to Cumberland, Md. It really is too late to make this issue. But it tells—and tells mighty well—the story of the car sending its brilliant points of light through the blackness of the very early morning, the tenseness of the men who were waiting to take turn at the wheel. The fast approach of the car.



IN the dawn's early light the citizens of Rawlins, Wyoming, were awakened by the roar of the Essex Transcontinental U. S. Mail car, eastbound. One of the earliest of the birds got the picture above. At the left is a close-up of Will Goodale, at the wheel, and Dave Woods, who piloted the car from Rawlins into Cheyenne, 291 miles, in 10 hours, 27 minutes.



Above, Parker Mitchell, below, Don Clifton, who handled the T. C. cars in the Columbus zone—Wheeling, W. Va., to Lima, Ohio, 235 miles. They did it in 7½ hours.

Two issues of the *Triangle* have gone by, and we just receive a splendid little story of the thrills of making the night run West from Easton, Pa., to Cumberland, Md. It really is too late to make this issue. But it tells—and tells mighty well—the story of the car sending its brilliant points of light through the blackness of the very early morning, the tenseness of the men who were waiting to take turn at the wheel. The fast approach of the car.

The rush of men with cans of oil and water and gasoline. The shouted greetings, the excited warnings to watch this or that. The mad speed of the car on its way Westward to meet unknown difficulties, to undergo the severest test ever given a motor car.

There is the picture that we all would like to get, of the ceaseless pounding off of the miles; the approach of the dawn; the thrill of slippery roads, dangerous curves and terrific grades through the mountains; the shouts of early-about citizens in the villages as the car flashes by.

On the drivers and mechanics there was a terrific strain. To each man in each zone who drove, and to the mechanic who was with him, there was the one impelling desire—get the car through on schedule and turn it over

to the next zone in good shape. They must take advantage of every moment, use the utmost skill and care.

This was a splendid, tremendous sporting event. Considering the large number of men who participated, taking turns at the wheel, the splendid achievements—in all four of the runs—speak eloquently for the abilities, both as organizers and as drivers, of the men in the Hudson-Essex organizations along the route.

The thought must come to the average man, "These fellows know their business! They know the cars they sell; they can be depended upon. They have my profound respect."

The facts and photographs here give fragments of the story—the whole of which can not, of course, be told, completely—that would be as difficult as a complete story of the world war, almost.

Among other records broken en route, we learn that D. R. Ganiard of Rock Springs, broke the record between that point and Rawlins, making the 113 miles in 3 hours, 11 minutes. Best previous time, 4½ hours. Also, the best previous time from Salt Lake to Ely is 10 hours, 39 minutes. The Essex did it as follows, on the four trips: Eastbound, night, 9 hours, 10 minutes; Westbound, day, 9 hours, 3 minutes; Eastbound, night, 9 hours, 9 minutes; Westbound, day, 9 hours, 24 minutes.

Pearl Andrews did two bits of brilliant driving in the Indianapolis zone—Valparaiso to Lima in 4 hours, 42 minutes, and Lima to Valparaiso in 4 hours, 47 minutes.



Frank D. Heilman and J. J. Ryan, who did the honors in the Philadelphia zone, Easton, Pa., to Cumberland, Md.



Frank Keefe and Clifford Sundin, mechanic and driver, respectively, in the Salt Lake zone, from Rock Springs to Rawlins, Wyo.



Capt. Snyder, Des Moines zone.



Westbound Essex fast mail stops at night for a couple of new drivers at Lima, Ohio, and is greeted by a throng of boosters.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, SEPTEMBER 11, 1920

NUMBER 43

Bemb - Robinson Co. Dominates State Fair with Transcontinental Car and "Trail of the Arrow"

MORE than 225,000 persons attended the Michigan State Fair at Detroit on Labor Day. And the Bemb - Robinson Company, Hudson and Essex distributors, is dominating the Fair with the Essex. The official cars for the Fair bear the hexagon.

And unquestionably the greatest advertising and merchandising attraction of the big state exhibition is "The Trail of the Arrow."

Walter Bemb has a large tent where a continuous performance of the great Harold L. Arnold picture of the Essex in a mad trip across the Mojave desert is daily thrilling thousands of Fair visitors. In front of the tent, mounted on a stand, is one of the four Essex record-breaking Transcontinental U. S. Mail carriers.

No private commercial enterprise has aroused even half the interest that is manifested in the Bemb-Robinson "show." People become prospects, one after the other, after witnessing a screening of "The Trail of the Arrow." They go away and talk about it, and return with their friends. They are interested and convinced.

On Sunday, the day after the fair opened, it rained—and rained hard.



Hundreds of visitors sought shelter in the big grand-stand. And while they were there, the official Essex cars warmed up the oval track. Some visitors declared that these stock cars made better time than the racing cars that performed afterward.

Walter Bemb declared that if he had had any idea how much interest "The Trail of the Arrow" would arouse, he would have obtained a tent of twice or three times the capacity of the tent he is now using.

A "speiler" attracts the attention of the passing crowds and explains the nature of the entertainment in the black tent. Two portable projecting machines are used—one for each reel. This method obviates the necessity of a pause between reels.

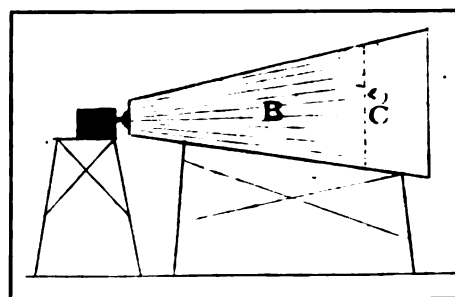
The recreation director of the Detroit Board of Education, who has seen the film several times this week at the Fair Grounds, said that it was far superior to any advertising film he ever has seen—and he has handled hundreds of them in his work at the schools.

The Hudson Motor Car Company

of Illinois used "The Trail of the Arrow" with similar success at the Illinois State Fair, held in Springfield.

"I ran the film five times a day," Dupre L. Agnew, advertising manager, writes, "and managed to collect most of the people in the automobile exhibit building."

Mr. Agnew worked out a special scheme for showing the picture in daylight. By means of a special stand and



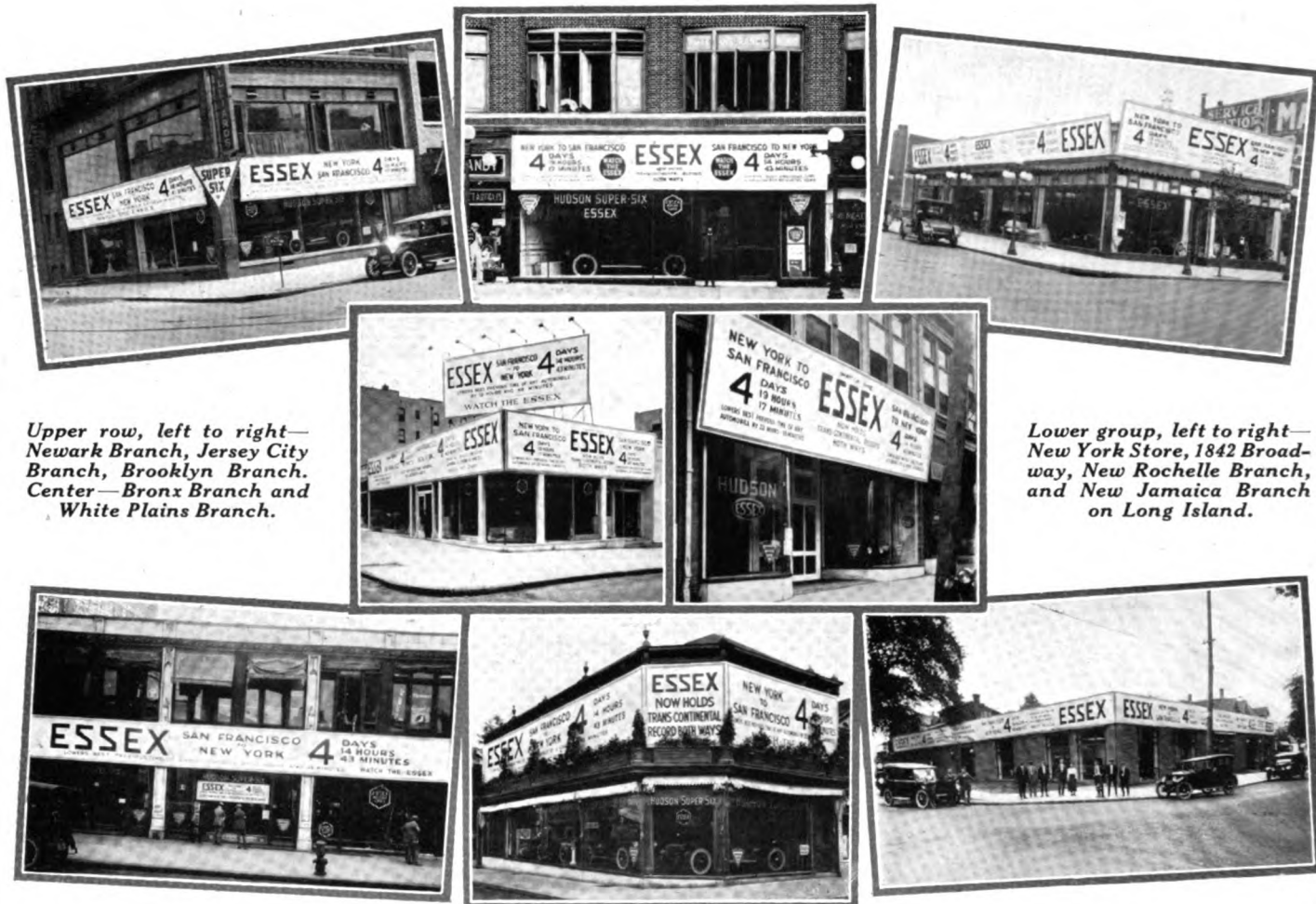
A—Portable projector.
B—Light-proof pyramid.
C—Screen made of oiled tracing paper.

a light-proof "pyramid," he found it possible to show the picture in a lighted room just as efficiently as in a dark room. The accompanying sketch shows how it was done.



"The Trail of the Arrow" Publicity.

How New York Told the World About the Big Run



Upper row, left to right—
Newark Branch, Jersey City
Branch, Brooklyn Branch.
Center—Bronx Branch and
White Plains Branch.

Lower group, left to right—
New York Store, 1842 Broad-
way, New Rochelle Branch,
and New Jamaica Branch
on Long Island.

THE Transcontinental Run, Essex Week, the fifty-hour triumph at Cincinnati all have *real* sales value. Those who have made the most of these opportunities for favorable publicity are reaping the benefit.

On this page is shown the manner in which the Hudson Motor Car Company of New York took full advantage of the Transcontinental Run—so that everybody on Manhattan island, in Brooklyn and all other sections of the Metropolitan district must know that it was the Essex that made these remarkable record runs.

There is hardly a prospect on your list—nor on the lists of any other motor car distributor or dealer—who is not fully aware of the tremendous importance of these records.

Fred L. Brown, wholesale manager of the Botterill Automobile Company of Salt Lake City writes that since the facts concerning the Transcontinental have been made public, many tourists have stopped in Salt Lake and have inquired for details.

"During and since the run," says Mr. Brown, "I have been besieged with drivers of two of the most popular high-priced cars

seeking information about the Essex performance. And of one accord they say they do not see how in the wide world anyone can make a car that would come from San Francisco to Salt Lake in 28 hours or go from Ely to Cheyenne in 26 hours.

"Just this afternoon a party of four men driving from Buffalo to Los Angeles came into the store and went over our maps and the running time of our cars, and they were greatly astonished when we showed them our average time was better than 26 miles per hour from Cheyenne to Ely, and they all swore they thought a car driven faster than 15 m. p. h. over these roads would have nothing left but the steering wheel."

Here you have aroused an interest that unquestionably will bring results. These tourists are men who drive expensive cars—and yet their expensive cars do not give them the speed and endurance they want. They are prospects. They are tremendously interested in the Essex. They are the type of men who own three to five different cars. They want *one* car, at least, for hard work and speed. Every man of that type is a live

Essex prospect, whether he fully realizes it or not—because the Essex is *his* type of car. It will do the work he demands of a car.

There is in Mr. Brown's letter an instance of the tremendous pull that wide publicity given to the Essex records exerts. Especially those persons who drive long distances must be interested in the details of the Transcontinental.

The advice of the Factory Sales Department is to make sure that you have supplied every such man on your list with the complete facts concerning these four tremendously important runs across the continent. Moreover, he should be followed up, immediately, with a call from a salesman who talks his own language.

And do not let the achievements of Essex Week fall into the discard. They eloquently back up the facts concerning the Transcontinental Run, and make even more impressive the truth—that Essex cars, generally, perform in keeping with those cars that carried United States Mail back and forth across the continent faster than it ever has been carried before.

S. F.-N. Y. AUTO RUN IN FOUR DAYS, 14 HOURS

**An Independent
Newspaper**

The Bulletin

**Latest
EDITION**

VOL. 136. 65TH YEAR.
TWENTY-TWO PAGES.
SAN FRANCISCO, TUESDAY, AUGUST 10, 1920.
NUMBER 107.

The San Francisco Bulletin Found the Run Worth a Front Page "Screamer."

THE HUDSON TRIANGLE

Essex Runs Down Speeder

EF. BUCKLEY, salesman for the Kennedy Motor Co., Newark, N. J., had been reading the little envelope stuffer entitled "Go and the Essex Goes." He was telling Joseph Chapman, State Vehicle Inspector, about it as the two rolled down a beautiful stretch of level road one afternoon in an Essex that had just been traded in on another model after being driven 28,000 miles.

As he was finishing the story, there was a sudden roar, and a famous twelve cylinder touring car swept past at racing speed.

"Go and get it!" demanded the state official.

A pleased grin was Buckley's only answer as he stepped on the accelerator.

The big car was almost out of sight when the pursuit started, but the Essex rapidly cut down the lead until a good stretch of road was reached when the little green car drew alongside its larger rival.

The speedometer was registering just 68 miles an hour when the inspector was able to vindicate the majesty of the law by haling another speed law violator before the bar of justice.

"Sixty-eight miles is nothing, even if she has covered 28,000 miles," said Buckley, proudly. "Why, I've had her up to seventy-two!"

The Essex in question was taken in for \$1300 and repainted. It was immediately resold for \$1450.

You Might Call It "The All-Purpose Essex"



WE don't know that we exactly approve of using the Essex for such purposes as this, but it unquestionably shows something of the pulling power of the car that bears the hexagon.

The photograph shows a car owned by R. J. McMurray of the Nuco Oil Company at Okmulgee, Okla., loading sections of oil well casings on a truck. Each joint weighs approximately 900 pounds.

Mr. McMurray finds the Essex equal to the most severe service demanded of an automobile in the oil fields. He recently notified Wilson Riley of the Clay C. Smith Motor Co., that he tipped over a 40 h. p. boiler by hitching on the Essex, after ordinary methods had failed.

Transcontinental Car Breaks 'Nother Record

IF anybody thinks that the Essex cars were laid up after carrying Uncle Sam's mail between New York and San Francisco he is much mistaken. The Botterill Automobile company of Salt Lake wires that L. L. Hains, on the night of September second, drove Transcontinental Essex Mail Car No. 6 from Ogden, Utah, to Logan, 55½ miles, in 82 minutes. This breaks the former record made during Essex Week by four minutes, and is fifteen minutes faster than any other make of car ever did it. Number Six has been in demonstration service in Salt Lake City, where it was driven after finishing its record run in San Francisco.

Marshal Joffre Visits Barcelona



Marshal Joffre recently paid a visit to Barcelona, Spain, where he received a great ovation, such as was due to the noted commander of the French armies. It was the pleasure of the Hudson and Essex dealer in Barcelona to put a Super-six limousine at the disposal of the distinguished war hero while he was a guest in the city of Barcelona—unquestionably a very fine compliment for a very fine American car.

Gibson Lays Claim to Resale Prize for E. E. Chance

J. A. GIBSON of the McClelland Gentry Motor Co., has been reading the items in *The Triangle* about the "Essex resale contest." He is thoroughly disgusted with the report of only \$1775 for an Essex that had been driven a mere 12000 miles.

"This forces me from cover," he contrives:

"The Alva Hudson Motor Sales Co., Alva, Okla., purchased one of the first Essex delivered in the State of Oklahoma and Mr. Chance, of the partners in this firm, drove the car, fell in love with it and immediately put his sign on that particular Essex for his very own, drove the car 25,277 miles by May 1st, 1920, on which date he sold car for \$1500 CASH and ANOTHER CAR THROWN IN.

You can send the prize to Mr. E. E. Chance and close the contest for some time.

Mrs. Tower and Sons Rediscover the Yellowstone Country



MRS. E. J. TOWER, of Oakland, Garrett County, Maryland, and her two sons, 15 and 10 years of age, recently went adventuring through the west in their Super-Six.

Sixty-five hundred miles were covered on their journey from their home town to Yellowstone Park and return. Fifteen states were passed through enroute over roads already made, those in process of making, desert roads, mountain roads—in fact, every kind of roads, and of course the Super never faltered.

A complete camping outfit was carried and camp pitched at the end of each day.

Mrs. Tower intends to go through to the Pacific Coast next year and it will be behind the wheel of a Hudson, she says, as the courteous service she received on her travels from the various service stations sold her completely on the Hudson organization.

The Car of Kings and Kings To Be



King Alfonso, of Spain, a remarkably active and one of the best-loved monarchs on the European Continent, is a splendid judge of motor cars because he drives them hard and fast. He is a great admirer of the Hudson, and owns three Super-Sixes. In the above photograph, he is shown as he is about to take a drive about the city of Barcelona.



The Prince of Wales, heir to the British throne and idol of the British people, recently visited Perth, Western Australia, in his long journey to various parts of the British domain. Beneath the familiar triangle, which denotes that the car is a Hudson Super-Six, will be noted the Prince's feather, such as is borne by only the cars of royalty.

Essex Just Takes 3 of 4 Juarez Races

The Essex just took three of the four races staged at Juarez, Mexico, as a Labor Day event—that's all.

The events were open to all cars, regardless of price or class. The time for the twenty-mile free-for-all was twenty-two minutes and thirty-six seconds.

Time for the other races was better than a mile a minute.

A Brief Lesson in Frame Construction

THE frame is the foundation of the chassis and in the Hudson and Essex special care has been taken to construct a frame able to withstand the variable strains to which a car is continually subjected.

The frames of both cars are identical in construction, with the exception of measurements. They are of special grade pressed steel, heat-treated.

The channels are much deeper than in the average car. The Hudson has a section 7" high, 2 1/4" wide and 1/8" thick, while the Essex measurements are 6" high, 2" wide and 3/8" thick. These measurements, length and number of cross members, one less being needed on the Essex owing to its shorter wheel base, form the only differences in the construction of Hudson and Essex frames.

These cross members are worthy of attention; especially the rear and front tubes which are made of steel tubing. There are not over a half dozen manufacturers using steel tubing at these points owing to its high cost. Quite a few have tubing at the same points but they are made of gas pipe and do not contribute to the rigidity or protect and support the frames as intended.

There are also four additional cross-members in the Hudson and three in the Essex. These are riveted to the top, side and bottom of the frame after the manner of bridge building.

The above part is just one of the many points that contribute to the strength and sturdiness of the Hudson Super-Six and Essex.

MESSAGE FROM THE SKY

THE NEAREST THING TO FLYING IS AN

ESSEX

SAN FRANCISCO TO NEW YORK

4 DAYS 14 HOURS 43 MINUTES

WATCH THE ESSEX

HUDSON MOTOR SALES CO.

564 MAIN STREET

STAMFORD CONNECTICUT

Gordon Flyers are Taking Passengers Up Afternoons and Evenings at Halloween Park for One Week

The "dodger" reproduced here was dropped from an airplane in the vicinity of Stamford, Conn., together with thousands of others, which were eagerly caught and read by thousands of people.



These photographs of Walter Larson and D. R. Ganiard, who drove the Essex Transcontinental mail cars between Rock Springs and Evanston, Wyo., came late, but they are none the less welcome.

Takes First Money in Minnesota Races

Essex, owned by R. B. Loubeck, Bismarck, N. D., driven by Tex Harkins, won first money in races at Thief River Falls, Minn., on September 5. These races were conducted by the American Legion and were open to all comers. Besides winning, the Essex set a new record for the Thief River Falls Track.

New Pittsburgh-Florida Record Set by Albright

H. J. Albright of the McCrea-Albright Co., St. Petersburg, Fla., claims the record from St. Petersburg to Pittsburgh, Pa. Mr. Albright has just completed the round trip by the "eastern route," which touches the following cities: Brooksville, Fla., Gainesville, Lake City, Valdosta, Ga., Macon, Augusta, Columbia, S. C., Raleigh, N. C., Richmond, Va., Washington, D. C., Hagerstown, Md., Little Washington, Pa., and Pittsburgh.

Mr. Albright, accompanied by Mrs. Albright, made the drive north in six days. The return trip required seven days, inasmuch as rainy weather made road conditions bad. They were away seven weeks and the Essex, which had previously seen 3,500 miles of service, used 172 gallons of gas on the entire journey of 3639 miles—an average of 21 miles per gallon.

The best previous record from St. Petersburg to Pittsburgh was made by a Hudson Super-Six, according to Mr. Albright, in seven days.

Essex Sedan Replaces Costly Big Car

The Essex Sedan I purchased several months ago has surpassed my every expectation by its performance from every standpoint. The mileage on gas, oil and tires surpasses that of any machine I have ever owned. On hills and on the level, in traffic and in all kinds of weather it has done such good work for me that I have laid up my big car and use this Essex Sedan constantly.

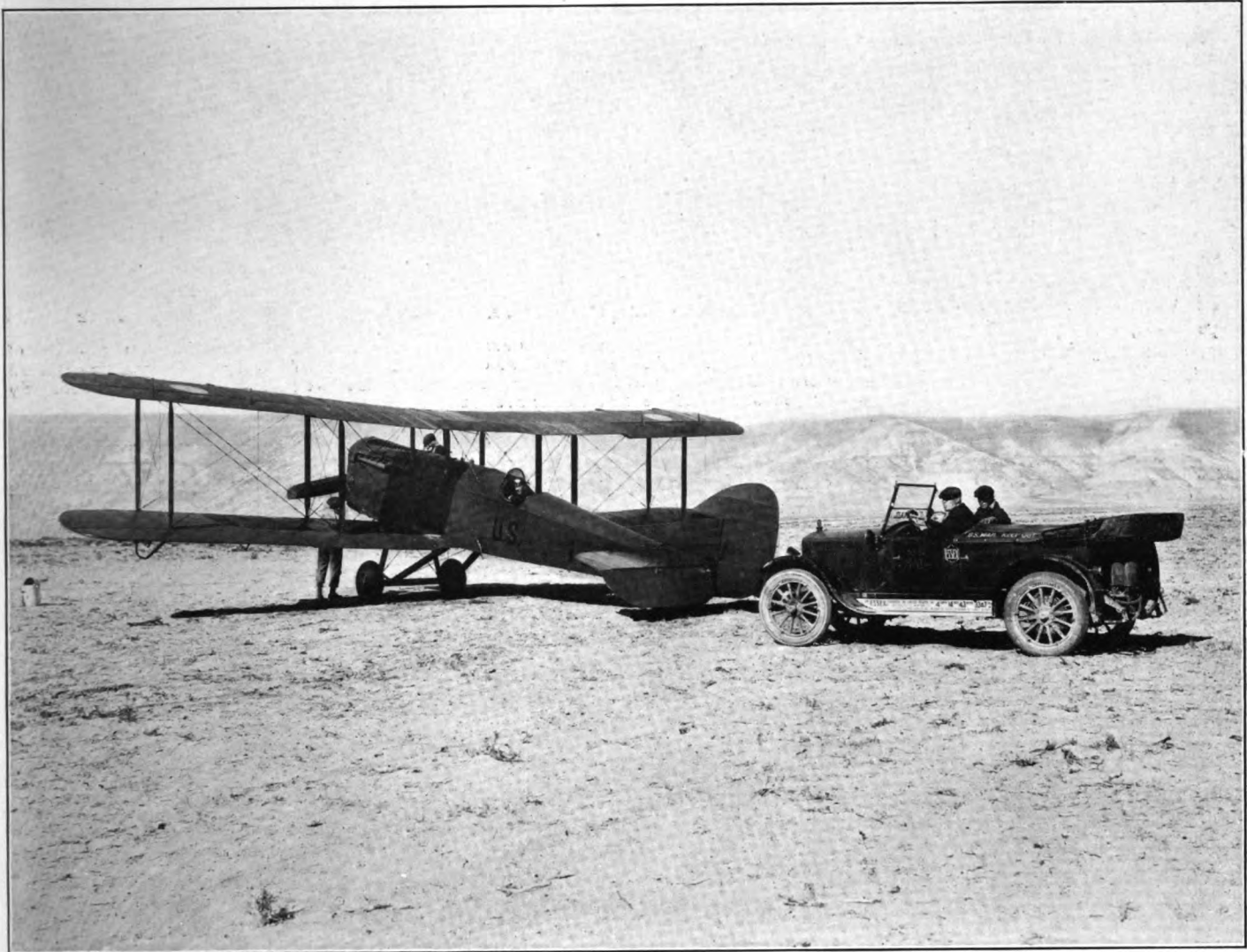
—W. A. KELLY, Newark, N. J.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, SEPTEMBER 18, 1920

NUMBER 44



Pioneers of Progress in United States Mail Transportation Across Continent Meet on Plains of Wyoming

UNITED STATES Mail Airplane and Essex Transcontinental U. S. Mail Car No. 6, which, with three other Essex, four times broke the record between New York and San Francisco, at the landing field, Rock Springs, Wyoming.

D. R. Ganiard, of the Western Auto Transit Company, one of the Transcontinental drivers, went out with "Number Six" to visit his brother postal messenger of the new order on September 10, when the above photograph was taken.

The airplane, carrying mail to San Francisco from New York, was piloted part way by Pilot Paige. He, however, became ill, and the plane proceeded under the control of P. J. Murray.

contro.

The Credit Bugaboo

FOR SIX WEEKS or more the National Automobile Chamber of Commerce and other organizations, both national and local in various communities, have been "re-selling" the automobile to the American public. Numerous favorable editorials from newspapers have been sent out, also, and given wide circulation.

This is a natural and a healthy reaction to the recent unfavorable attitude taken by many of the banks of the country toward the automobile. It is to be hoped that this propaganda has done good and that very soon the attitude of the banks will be changed to one of greater leniency and more common sense.

But suppose the bankers, in their wisdom, find that they must adhere to their present attitude. What then?

It is unquestionably the wise thing to protest, and protest vigorously, when an injury is being done to our industry. But, as one of Will Shakespeare's characters so aptly commented, there is such a thing as protesting too much.

If the factory were to sympathize with every salesman, saying, "It's too bad, boys. It's a shame. We certainly are abused. But there's nothing we can do," what would be the result?

That is the sort of talk that arouses self-pity and makes men sit and do nothing.

Nearly every one of the editorials above mentioned gives convincing arguments that the automobile is a highly necessary institution and that if automobiles were suddenly wiped

Essex Helps Greet Aviators in Tokio

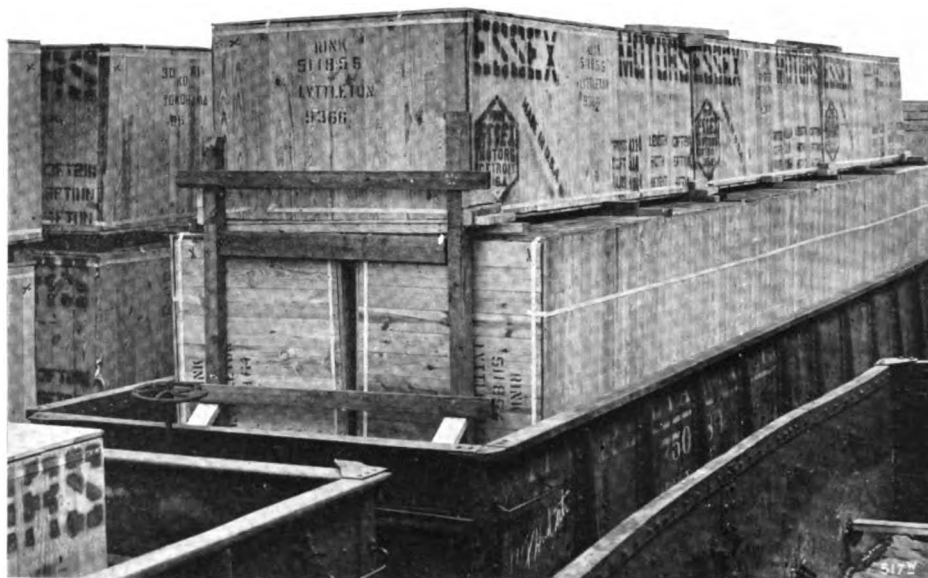


When Japan wants to make any event a success the Essex is called to the front, as elsewhere.

All of Tokio turned out to welcome the two aviators, Masiero and Ferrarin, at the conclusion of their long flight from Rome to Tokio, with the Essex in the lead.

The Japan Automobile Company, who handle the Essex in the land of Mikado, made all decoration shown on the Essex in the picture at their own place of business and the Essex vied with the aviators for the center of the spotlight. We don't wonder that it did. Do you?

Traffic Department Turns a New Trick



The Traffic Department has developed a new method of increasing the capacity of railroad "gondolas" in sending Essex cars, carefully boxed for export shipment, to seaboard ports. The accompanying photograph shows how it is done and how carefully and securely cars must be made ready for their overseas journeys.

out of existence the world would be in a sad plight. Of course it would.

And our point is just this—*You can prove that the automobile is highly necessary by showing that people will buy them in the face of the unfavorable attitude of the banks.*

And you can prove it much more conclusively by this method than by quoting from editorials, no matter how well-written and how authoritative they may be.

The banks may come to a more lenient ruling. And they may not.

Your job is to sell automobiles, no matter what the banks do. The banks may have made it harder work—they have, without any doubt, made it harder work.

There is just one way to finish a hard job—you know what *that* is.

And so, while you have every right to be highly indignant over the withdrawal of credit to motor car purchasers, you really *have not time* to spend voicing that indignation during your working hours.

Give the prospect the same big, wide smile. "Yes," you may say to him, "the banks are acting up, darn 'em. But did you notice what the Essex did on the Transcontinental?"

WE suggest that dealers use the first cover page of this number of the *Triangle* for window display purposes.

Dealer Shows Originality in Rural Advertising

JAMES M. KNIGHT, Wiscasset, Me., has done a neat bit of dealer advertising in the "Lincoln County News," calling particular attention to the performance of the Hudson and Essex cars in his territory.

His two-column, five-inch newspaper advertisement is reproduced in *The Triangle* as an example of good copy for a rural community:

A man in Wiscasset drove a *Hudson Super-Six* 40,000 miles, turned it in to the Company, got homesick for it, bought it back again and with minor repairs has started on his second 40,000.

Do you know that an *Essex* car will go faster than one dares drive; that an Essex Stock Car has been driven 60.7 miles an hour for fifty hours; that a gallon of gasoline will carry it twenty miles; a set of tires 20,000 miles; that it comes equipped with everything a first-class car ought to have; that with its shock absorbers and fifty-four inch springs you can ride over even Lincoln County roads and negotiate the bumpity bumps without being in the air half the time; that for all round excellence you can hunt over all creation for a better car, but you can't find it, for "there aint no such animal?"

Here's An Owner's Reaction on Essex Week

Joseph Smith, Morley, Calif., writes: "I bought an Essex car two months ago and it is one of the best cars that I have seen. It goes about 21 miles to the gallon of gasoline. I make the hills on high and it goes as fast as a bird flies in the air. An Essex climbed Simson's Rest at Trinidad, Colo., and no car has ever done it before. I am very proud of my Essex and hope I will get good service out of it."

Fort Dodge Chief Captures Burglar by Super-Six Methods

CHIEF OF POLICE FLATTERY, of Fort Dodge, Ia., starting out to capture a motor car pirate, took no chances. He picked out a Super-Six and—

Well, let's repeat what the Fort Dodge Messenger had to say about it, which is as follows:

Norwin Odell, held in the city jail for the police at Waterloo on a charge of robbing the Eagle Lodge headquarters Monday night of \$750, can tell the imprisoned world today that it takes more than a good start and a motor car to slip away from the combination of a daring police chief, a skillful chauffeur and a Hudson Super-Six.

The "get'em" combination which featured in the sensational chase about the city streets and boulevards last night and resulted in the arrest of the alleged felon, are Chief of Police Flattery, Fred Kraft and the Hudson touring car owned by the latter.

Chief Flattery, accompanied by an officer from Waterloo who knew the fugitive automobilist driver, arrived Monday evening on the 8 o'clock I. C. passenger. Walking up town from the railway station Chief Flattery and the Waterloo officer spied what they believed to be their man. The car, in which there was also another passenger, was just starting east from "Andy's Home" on First avenue south.

There was no time to get the city patrol, or Chief Flattery's private touring car. The other car with the burglar suspect at the wheel was already turning south at the Gillman drug store corner. Chief Flattery glanced at the string of boats parked along the curbing and made his selection. He stepped up to Kraft, just about to leave. "How about a ride. We want to follow that car up the street."

"Hop in," said Kraft, and the chase was on.

Reaching the corner of Seventh street and First Avenue South the pursuing party found the car already out of sight. The official car swung to the east on Second avenue south. An auto, presumably the fugitive, was seen going up Second avenue south at a fast clip. Stepping on the accelerator the Hudson driver reached Twelfth street and Second avenue south in short order but the pursued car had again disappeared.

Chase Through Crowded Streets

They went south and west again on Third avenue. This time the car, going better than twenty miles per hour, was not so far ahead. The fleeing auto with the Hudson drawing closer block by block turned south, and reached Fair Oaks. They hit the road leading into the park and the officers, thinking that they would follow the drive, thanked their lucky stars that their quarry would be cornered at last. But the fleeing suspects seemingly reading the thoughts of their pursuers, changed their minds, turned the car sharply from its course into the park, narrowly avoiding a spill, and reached the street again. Several times the racing autos passed through sections of the city congested with cars but the drivers at both wheels navigated their cars dexterously and by many a curve to the right and left "missed them all." The circuitous course taken by the fleeing auto indicated that the fugitives were at a loss to find a thoroughfare leading out of the city.

Attempt after attempt was made to crowd the car against the curbing and bring about a forced halt. Odell, however, understanding their tactics avoided the curbing, held his ground and sped ahead.

Seeing the futility of ever bringing the car to a standstill by that method Chief Flattery instructed Kraft to maneuver for a favorable broadside position. Detailing himself as a boarding party of one Chief Flattery stepped out on the running board of the Hudson and "stood by." The officer from Waterloo held his breath when he saw what his brother official was up to for he knew that a revolver had been stolen from the Lodge hall at Waterloo and chances were good that one of the men was armed. Seeing the car drawing up with the chief extending from the side Odell's companion jumped over the side. "That's not our man," yelled the Waterloo policeman. Both cars minus one passenger sped on ahead.

"Bulldogging the Steer"

The autos almost abreast were now going south on Fourteenth street at a rate of better than twenty-five miles per. Chief Flattery in the position of a fighting sea captain about to board an enemy schooner, although minus the cutlass, stood on the running board set for changing cars. When the cars were running parallel Chief Flattery took to the air landing on the opposite car with both feet on the running board, one hand about the driver's neck and the other on the throttle. The driver and the car were being simultaneously choked. The car ceased to navigate from want of gas and Odell hard pressed for want of wind held up his hands in an attitude of unconditional surrender. The conquering chief and the neighbor officer brought the car and prisoner back to headquarters. Chief Jones of Waterloo was notified of the arrest and is expected to arrive today at noon.

His Honor, the Mayor, Was More Than Right

MAYOR'S OFFICE

SAN FRANCISCO

August 4, 1920.

Honorable John F. Hylan,
Mayor of New York City,
New York, N. Y.

Dear Mayor Hylan:

This letter of greeting will reach you via automobile mail-- an Essex motor car being about to leave this city for New York to demonstrate that in the case of a railway tie-up on account of strikes or other causes, mail can be carried across the continent by automobiles with almost the same dispatch that the railways ordinarily handle it.

It is only three or four years ago, that a trip across the continent in a motor car was quite a heralded event, but thanks to increased dependability of automobiles and the improvement of highways it is today a very common occurrence for even the most amateurish driver to pilot his gasoline "steed" from ocean to ocean.

Let us hope that the time is not far distant when the ribbon of highway from the Atlantic to the Pacific will be in such shape that the marvellous achievement which the carrier of this communication hopes to establish will be but an ordinary event.

With kindest personal regards and the hope that the arrival of the automobile mail car in New York, will be as auspicious as its departure from this city, I am,

Very sincerely yours,

Mayor.

"Supreme Test" Given Three Cars in West Proves Every Essex Sells Another

AN ordinary rental service is one of the hardest tests to which any car can be subjected, but think how much more severe it is when the cars are rented without drivers! Then read the following letter from Parsons Brothers, Los Angeles, regarding the three Essex they are using for this kind of work:

"At the present time we have three Essex in use, although we have placed an order for three more. They rent at \$1.75 per hour, \$15.00 per ten hour day, \$60 per week and \$160 per month. A deposit of \$50 is required on a day or less hire, \$125 on a week and \$300 on a month's rental.

"We have found the Essex a very popular rent car and our service has developed many an Essex buyer.

"The upkeep has been far below normal—a big factor in this line of endeavor, since a car is put to the

supreme test, considering various drivers of questionable ability and the number of hours in service each day without the proper attention from renters.

"Our cars were purchased in Nov., 1919, and to date the only expense has been grinding valves, outside of the ordinary cleaning and oiling.

"We have over 50 cars of different makes in the service at present and placed the Essex in our fleet on trial, practically an unknown car. The experience has proved very satisfactory and we expect to add substantially to the present number in the near future."

STUDY the past if you
would divine the future.—
Confucius.

Lost Lamb of a Sale Brought Into Fold

BY THE time you have read this far into this number of *The Triangle*, you may be of the opinion that it is all parables and preaching. And that's about right.

The text this morning, gentlemen, is taken from an experience of the Twin City Motor Co., Minneapolis, Minn.

And it came to pass that Upham called his salesmen about him and spoke unto them, saying:

"It is meet to keep in touch with the owner. He is one noble guy, the owner. So let no day pass whose low descending sun finds you without having made a call upon a Hudson or Essex owner."

* * * *

And as the days passed, the boys called upon the owners. And one, a Hudson owner, raised up his voice and said:

"Lo, why does the Twin City Motor Company thus honor me with a call? I have had my car nigh unto two years and no salesman hath called upon me before. What dost thou have up thy sleeve at this moment?"

Whereupon the salesman did blush for shame and did make reply: "Sir, I am prostrate with grief. It is no less than a darned shame that you have not been called upon before this. But, sir, believe me, I am calling to inquire after your health and to express the hope that your car runneth not to the contrary and giveth you good, comfortable, reliable transportation."

"Yea," replied the owner, "it doth all of this and more. But it is high time I owned a new car. And it may interest you to know that I have placed an order for a (naming a high-priced car made by a competitor)."

Whereupon the salesman smote himself upon the bean and cried aloud in agony that he had overlooked a bet.

* * * *

And when the salesman had made him ready to depart, the owner again lifted up his voice saying, "Stay, friend. I may have need of thee. Couldst, by any chance, give me prompt delivery of a coupe?"

"Ah, sir," cried the poor salesman, "Indeed I couldst. Even now there is a coupe upon the salesroom floor that I could deliver unto thee."

"Ah, then," returned the owner, "I shall drop in upon thee the morrow to look upon this vehicle."

"Nay, sir," cried the salesman, "Do not procrastinate. Put it not off until the morrow. Come with me even now and let us hie to the salesroom."

* * * *

And so it came to pass that the owner rode to the busy marts with the salesman and looked upon the coupe and found it much to his liking. Whereupon he bought it at once and cancelled his order for the car made by our competitor.

Consequently, when the tale came to the ears of Upham, he gave thanks and said something that sounded strangely like "I told you so."

Thus endeth the reading of the lesson. Never forget an owner. If his car is giving him a bit of trouble, urge him to drive at once to the service station and see that he gets service. He is a great friend and help. He is the great source of live prospects. Here was a sale that was lost and Upham's system found it and brought it back into the fold.

The World's Largest Service Building Nearly Ready for Occupation



"WAITING for a part," is a phrase you seldom hear from a Hudson or Essex owner. Service, with a capital S, has always been a watchword throughout the entire organization.

To further facilitate this policy the above building was planned and is now nearing completion. It is situated on the rear of the property occupied by the main plant and will be the largest building in the world devoted exclusively to service and parts shipments. It will be six stories high, eighty feet wide and an entire block long (584 ft.). Parts service to Hudson and Essex distributors will be handled in a way never before attempted.

All activities of the Service department, technical service, claims, claims receiving, service repair, service printing, stock, parts shipments will be carried on within its walls.

All orders, as far as possible, will be handled on a 12-hour basis with a gravity conveyor system. There will be no actual handling of shipments from the time the parts leave their respective bins until they are wrapped and placed on the shipping dock.

Despite the fact that a stock of \$1,000,000 worth of parts is kept on hand at all times the phenomenal growth of Hudson and Essex during the last year has made it practically impossible to keep pace with the present equipment. Now, with this building, an order can be received and filled the same day.

The above view was taken on August 30th from the roof of the power building.

Labor Day Sees Hudson - Essex Triumphant

LABOR DAY was a sad one for competitors in districts where Messrs. Essex and Hudson went on the rampage.

"Hudson Captures Heavy Car and Free-For-All at Pablo" was the familiar headline that greeted Jacksonville folks the morning following Labor's holiday. We say familiar, because the same Super-Six repeated its performance of the year before.

The Super-Six crossed the tape at the end of the thirty-mile big car race in front of seven competitors, while it gave its dust to twelve in the free-for-all. The last event was the feature event of the day. The Hudson's time was 48 minutes for the 50 miles. Andy Andrew was the pilot in both events.

William T. Jacobs, Essex dealer at Bell-buckle, Tenn., thought he would do a little



adventuring on the same day, so he hiked up to Nashville with an Essex roadster and made an open challenge to any stock car in the city for a race at Cumberland Park during the Labor Day celebration.

No one would take him on. So "Bill" got peeved and put the Essex on the track against time. He did five miles in five minutes and nineteen seconds. The only fault Bill has to find after his stunt is that now it will be harder than ever for him to get any one to take up his challenge.

Last week's *Triangle* covered the Labor Day performance of the Essex at the Juarez track, where she copped three out of four events against the field.

This is all we have at present, but we know that the cars of the "Big Family" were on the job at other points. Let us know what you did.



The Hudson Triangle

Detroit, Mich., Sept. 25, 1930

Number 45

Economy Proofs Every Essex Salesman Can Use

Here is a group of facts from the Botterill Automobile Company, Salt Lake City, that every salesman in the ESSEX organization may use to splendid advantage.

WALTER LARSON, of Salt Lake City, has completed a decidedly interesting trip from Salt Lake to Los Angeles in his Essex car.

The details are as follows:

Distance, 990 miles.
Time, 3½ days.
Passengers, 4 adults in car.
Baggage, 4 suit cases in car.
200 lbs. baggage on running boards.
43 gallons gasoline consumed.
Average price for gas about 40c.

Expense:

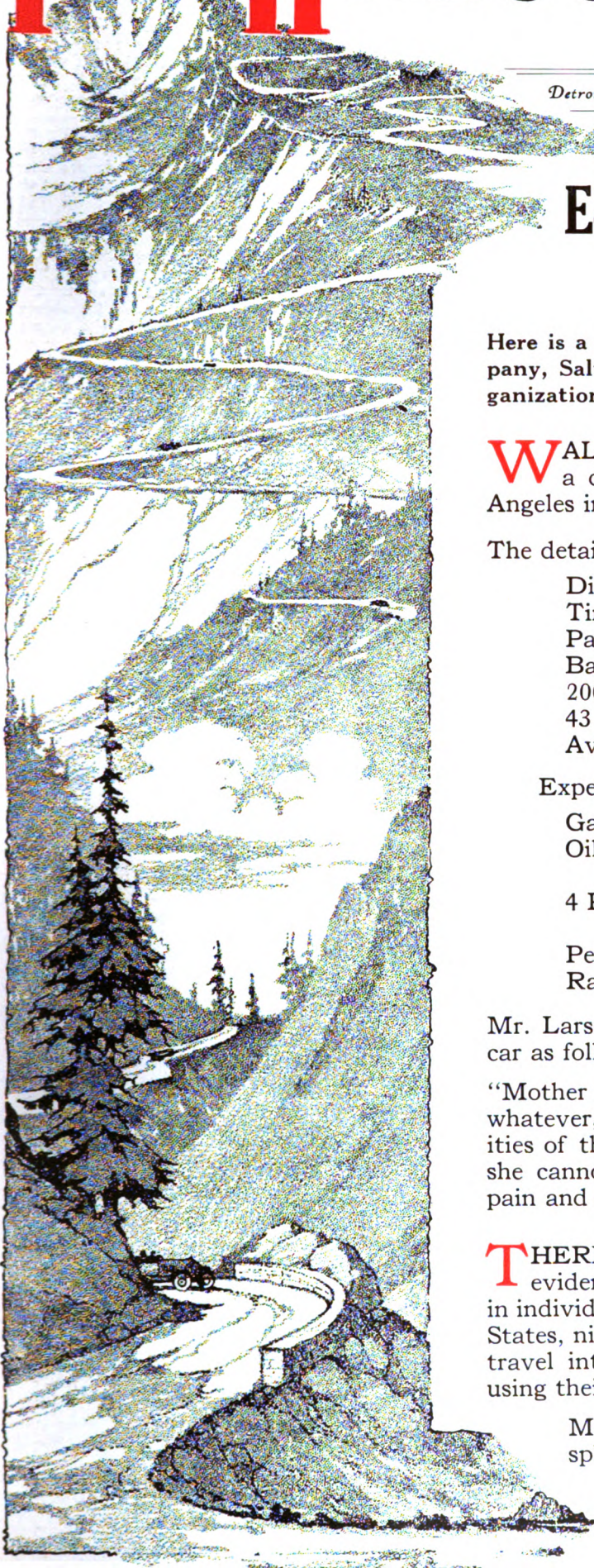
Gasoline	\$18.03
Oil	2.30
4 People	\$20.33
Per person cost	\$ 5.08
Railroad fare for same trip, each	37.00

Mr. Larson remarks upon the easy riding qualities of the car as follows:

"Mother was able to stand the trip without any hardships whatever, which in itself is some tribute to easy riding qualities of the ESSEX, for she is crippled with rheumatism so she cannot walk across an ordinary room without great pain and the use of crutches."

THERE never was more practical or more convincing evidence than this that the motor car offers the utmost in individual transportation. In most sections of the United States, nine months out of the year, motor car owners can travel inter-city in greater comfort and at less expense by using their automobiles than in railroad travel.

Moreover, the Essex, more than any car, offers this splendid means of economical transportation. To the prospective buyer, who plans not only the general use of his car in town, but also plans many tours, such facts as these make a very pertinent and telling appeal.



THE HUDSON TRIANGLE

The Start is Shown---Also the Finish---Enough Said

Obviously, it is not necessary to say very much about the accompanying pictures. The place was Superior, Wisconsin. It was at the Tri-State Fair track. The time of the Essex for the five-mile event was six minutes, 30 seconds. It was a stock car, driven by Sam Arris of the South Superior Motor Co. The pictures tell the rest of the story.



Essex is Traded in on Sedan After 9,000 Miles Service

WHAT greater tribute could there be to the inherent quality of a car than that an owner who has driven one more than 9,000 miles thinks enough of it to travel a couple of hundred miles and face a long delay in order to obtain delivery of a different model of the same make?

But that is exactly what was done by one Essex owner, A. R. McClellan, of Hanford, Calif. Mr. McClellan bought an Essex Phaeton on April 1, 1919, and had driven it 9,264 miles when he decided to trade it in on an Essex Sedan because his wife wanted an enclosed car.

"I have driven my Essex touring car all over the Sierras and the Yosemite valley," said Mr. McClellan, "and in all that time my repair bill was only \$1.80, and that was no fault of the car. A mechanic broke an oil connection in an effort to tighten it, costing \$1, and faulty adjustment burned out part of one brake lining, and the material for repairs cost 80 cents. I did the work on the brake myself."

To obtain his Sedan, Mr. McClellan was obliged to drive 214 miles, from Hanford to Oakland, after some delay in obtaining delivery. That he was willing to do so simply goes to prove the slogan: "Every Essex Car Sells Another."

Sees Races; Goes In and Orders Essex

In a letter to the factory, C. A. Lord of the Lord Auto Company, Lincoln, Nebr., shows the help that contests give in selling cars. His letter is as follows:

"I congratulate you on the showing made by the Essex in the races at Lincoln. Had it not been for a steering arm which bent when number '7' skidded, the two Essex cars would have won first and second in every event, but did not have time to get a new steering arm put in before the races were called, consequently number '7' had to be run with the front wheels not in proper pitch. Even at that, number '7' got third money in the ten mile race.

"The boys who were here were certainly fine fellows and we took great delight in our visit with them and it made us mighty proud of the Essex.

"We got some nice publicity in the State papers and the Essex today is the biggest small car in the State of Nebraska.

"As an illustration of what this race did, we had one direct sale as a result. A man from Seward saw the races. He drove back to Seward that evening, stopping at the Hadley and Powers Garage, who are our Essex dealers at Seward, and said to Mr. Hadley: 'I have been to the State Fair and saw that Essex clean up the bunch and believe me, I want one,' and left an order for one to be delivered the twentieth of this month, so I guess this was a direct result without any question."

IT isn't enough to work your mind; you must mind your work.—Roosevelt.

R. V. Law Having Big Success with Film

This concerns what the R. V. Law Motor Co., Indianapolis, is doing with the great film "The Trail of the Arrow."

"It is showing this week at one of the three better theatres in town, a continuous vaudeville and picture show house which has a seating capacity of 3500, and is usually sold out almost to the point of standing room at all times. Next week this film will be run in another down-town theater of slightly less importance. All the suburban picture show men have been invited to see the film and the prospects now are that we will keep it in different parts of Indianapolis for the next five weeks.

"We have placed the proposition before our dealers on a definite program and have received splendid co-operation, so that it looks to us as though we would be able to cover our territory in splendid shape, and not have it idle for a moment for at least the balance of the year."

Orders are still coming in for this film, and we are still prepared to handle other orders. Distributors who have not seen the film should get into touch with the nearest distributor who is using it. There is no question about it, "The Trail of the Arrow" is one of the very best films of its kind ever filmed and, if properly used, will be a great force for producing sales.

Through Fence, Back on Track; Wins

Bluefield, W. Va., is just about a 100 per cent Essex town since the races on the last day of the Bluefield Fair, September 11. Concerning this great event, staged under the auspices of the American Legion, the Bluefield Daily Telegraph said, in part:

"The most thrilling event on the day's program was the ten-mile free-for-all automobile race, which resulted in a bad spill of one of the cars and the miraculous escape of the driver and mechanic. This was the Essex car, the favorite, driven by Chester Crowell. In making the curve at the east side of the track the car plunged through the inside fence, tearing down several posts, ran for a considerable distance and made another plunge into the fence, then turned over on the opposite side of the track. The driver and mechanic remained in the car until it was overturned. The radiator, steering apparatus and other parts of the car were badly damaged. It was then removed to the pit and again assembled from a stock car and entered in the big fifteen mile race and won with ease.

Although the Essex, driven by Chester Crowell, had an easy walk-away in the fifteen-mile free-for-all event, the racing between several of the cars for second and third places was very exciting. The Essex gained a lap on all cars, except one.

An Idaho Indian and His Super-Six



Here is one of America's first citizens and America's first car. Permit us to present Mr. Sundown Jackson of the Nezperce tribe and his Hudson Super-Six, in front of Frank J. MacDonald's sales room at Lewiston, Idaho.

THE HUDSON TRIANGLE

A Missouri Home and a Super-Six



Here is the home of an enthusiastic Hudson owner, Col. W. I. Diffenderfer, of Lebanon, Mo., a former member of the Governor's staff and a man well-known throughout Missouri. The well-known white triangle will be noted on the car in the driveway, and the Colonel himself is standing nearby.

Where Other Cars Fail, the Essex Goes Through

When H. J. Skinner, of Great Falls, Mont., purchased his Essex last Spring, he had doubts of its ability to climb some of the severe grades to his mountain ranch. "I gave the little car a full test Sunday," he testifies, "and she convinced us beyond all doubt, that she's the biggest little car we have ever run across, going up a grade on the main range of the Rockies that a number of cars have failed to make."

Cincinnati Essex Owner Drives to Washington



E H. THIESING of Cincinnati, Ohio, recently made his first long tour in his Essex, from Cincinnati to Washington, a distance of 585 miles, to attend the annual convention of the American Pharmaceutical Association.

From two to three hundred miles of this journey was over mountain roads some of which reached elevations that took the party into the clouds at times. On one occasion the clouds were so dense that one of the tourists was required to guide the driver by looking over the side of the car, at which time the car traveled not over three or four miles per hour.

"No roads were too steep for the Essex, all being taken without stop, nor did she overheat once on the longest mountain road, though we passed many cars on the side of the road that were pausing to cool off, or for refilling radiators," Mr. Thiesing proudly testified.

Used Hudson Phaeton Still Holds High Value

The Portland branch of The Henley-Kimball Company has just sold a Model H Phaeton for \$1400 to E. C. Bowler, publisher of the *Daily Eastern Argus*, one of Maine's foremost newspapers. When you stop to consider that this was twenty-five dollars more than the car sold for after being in constant use for five years, it only goes to prove the value of the Super-Six as compared with other cars.

Screen Stars Youngest Essex Owners



Misses Katherine and Jane Lee are the youngest Essex owners on our records, and among the most noted. These young ladies have played successfully in a number of motion picture productions and are now showing their talents on the Keith vaudeville circuit.

They are driven by their mother to and from their engagements and on their Sunday outings and the Essex is always ready. The car was recently delivered to them by Mr. Losee of the Hudson Motor Car Company of New York.

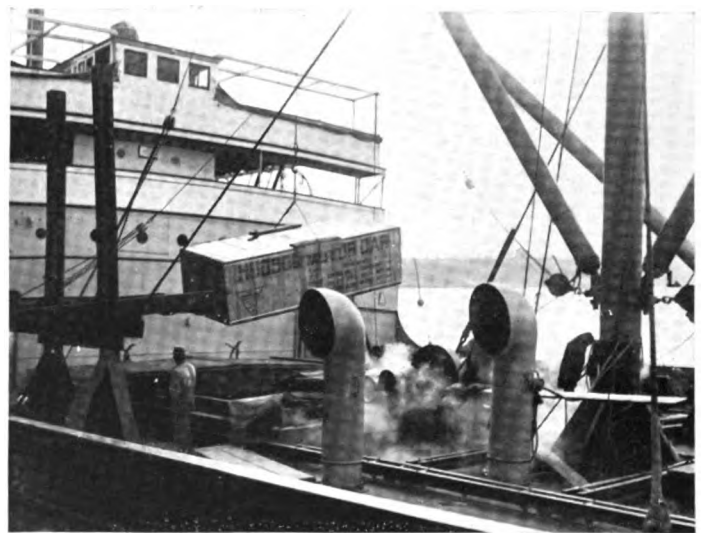
Motor Starts on Compression After Nine Years' Service

A motor that will start on compression after nine years and four months of daily service is exceptional, even in a car that bears the Triangle.

The car is a model 33, owned by W. B. Odom of Hondo, Texas. He purchased the car on April 28, 1911, and has driven it about 100,000 miles, mostly over country roads, at an expense of less than \$100 for repair parts and labor.

Mr. Odom is very proud of this car and C. A. Roberts who delivered the car to him, says in his letter to the factory that he just *had* to write and tell us about it.

From the Hudson-Essex Factory for Service in Foreign Lands



THIS is the kind of treatment Mr. Essex or Mr. Hudson gets when he is all bundled up to go to South Africa or New Zealand or Japan or South America or the British Isles—in any and all of which he is a very popular motor car. Consequently, it is the combined business of the factory export department and the traffic department to see that cars to be shipped overseas must be very carefully and very securely boxed and packed. It is a matter of pride in these departments that Hudson and Essex cars are almost invariably delivered to our neighbors across the oceans in first-class condition.

After 13,000 Miles of Service

This is what C. R. Bates of the Dermott Land and Lumber Co., Dermott, Ark., thinks about the company's Super-Six after having driven it more than 13,000 miles: "It has given very little trouble," he says, "and as we have owned several other makes of cars and had experience with them, we are thoroughly convinced that the Hudson Super-Six is the best car, price considered, on the American market today, for Arkansas roads."

THE HUDSON TRIANGLE

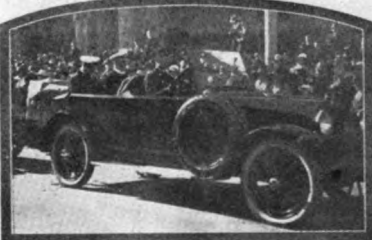
Super-Six Wins Heart of Prince Who Wins the People

The visit of H. R. H. The Prince of Wales to the Dominion of New Zealand brought out splendidly the fine spirit of loyalty to the British Crown which exists in this outpost of Empire. The Prince—who won all hearts by his frank manly manner, with its absence of all “side”—had what may well be termed a triumphal progress, right from Auckland to the far South, and he expresses, in his farewell utterance to all New-Zealanders, the delight he felt at his reception and his keen regret at only being able to make such a comparatively short stay in “God’s Own Country.”

In such a swift passage through the two Islands as the Prince had necessarily to make to keep his engagements, it can well be imagined that the train and the motor loomed largely in his programme, and but for the fact that the threatened railway strike was averted, it is probable that the automobile would have been even more prominent than it was.

However, even as things were, the car was to the forefront, and the Prince and his suite had a regular battery of automobiles in their train for transporta-

THE DOMINION MOTOR—July, 1920



The Royal Hudson
chosen for the Prince

TO have been selected as the car in which our future King should ride during his tour of the Dominion was a signal honour conferred upon THE HUDSON Super-Six—THE ROYAL HUDSON.

The noble motto carried by His Royal Highness—“I serve”—might well stand as the motto of the Hudson. In service under any and every condition of climate—from the far north to the Equator—is a Hudson characteristic, as intangible as the rising and setting of the sun.

There is a wealth of evidence from Dominion motorists of enduring satisfaction with the service given by THE HUDSON SUPER-SIX—a service surpassed by no automobile in the world to-day.

You may see the latest models of these expert cars at our Garage of

THE RINK TAXIS, Gloucester and Armagh Streets, CHRISTCHURCH.

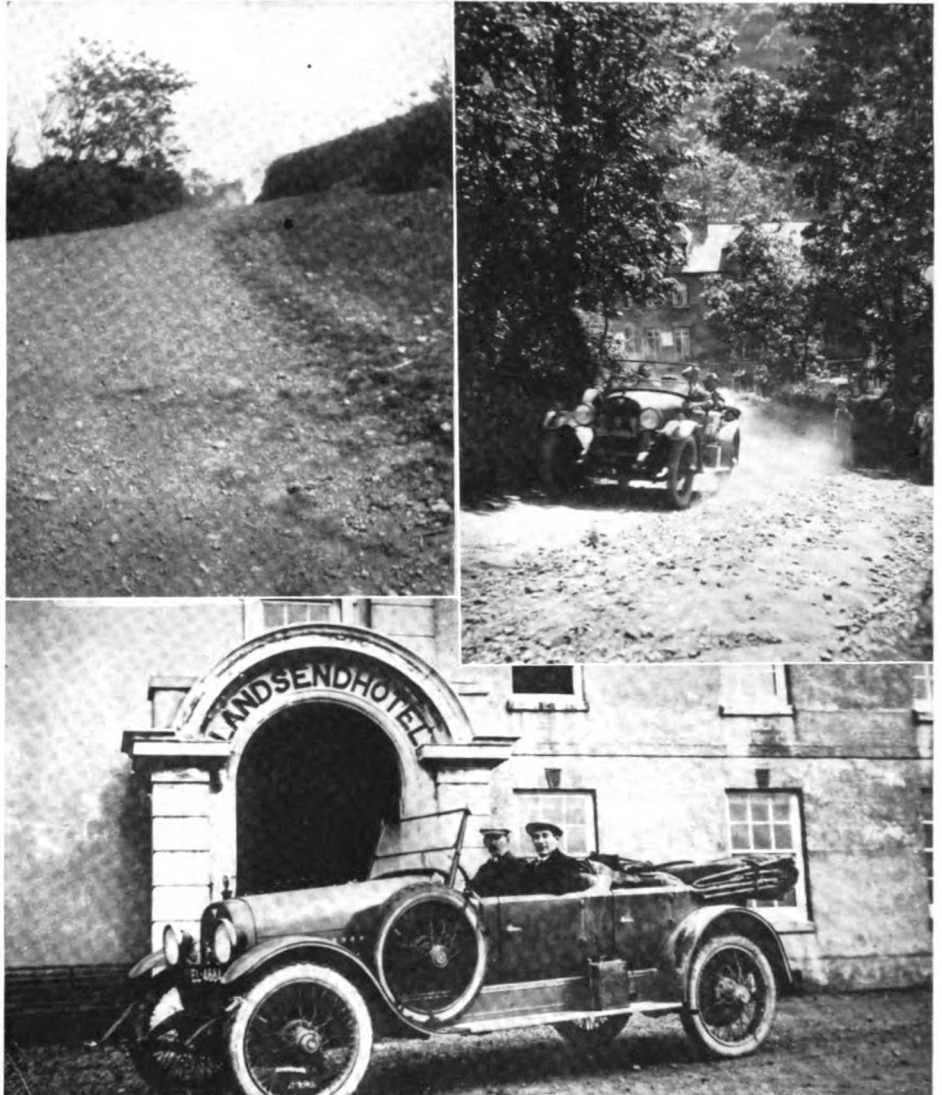
tion purposes through the country and in the towns. Attention is naturally enough centered in the Royal car itself, and it is with some satisfaction that we can record that a Christchurch man, Mr. William Hayward, had the honor of supplying this important equipage.

Some little time before the Prince's actual arrival His Excellency the Governor-General opened negotiations with Mr. Hayward, and the upshot was the purchase of one of the magnificent new model Hudson Super-Six seven-seater phaetons for the exclusive use of His Royal Highness, Admiral Halsey, and the Prince's personal aide. This car was sent up to Auckland, where it—driven by Frederick Keywood, one of His Excellency's chauffeurs—carried the Prince about to all the various ceremonies that took place. It preceded the Prince to the Capital City, and met him on his arrival there, taking a prominent part in all the celebrations. The Super-Six was then transported to Lyttelton, arriving two days before His Royal Highness came over from the coast, and all Christchurch citizens became familiar with the handsome dark green automobile with the Royal Standard mounted on the radiator-cap as it carried the Prince from one function to another in the Cathedral City. From Christchurch the Hudson travelled to Dunedin, where it bore the Prince once more, and on its return again it was taken over by His Excellency the Governor-General who is going to take it to England with him when he leaves. (The car has actually sailed for England.)

It is hardly necessary to say so, but it may be as well to record that the Hudson behaved perfectly all the time and that not one minute's trouble was experienced throughout the whole tour. Tractable in the dense crowds and easy to manoeuvre, the Hudson showed that it could move if necessary. After his day's hunt with the Christchurch pack in the Charing Cross Country, the Prince casually remarked when returning, that he was in a hurry. This was enough for the Hudson, and she sprang from a quiet gait of thirty miles per hour or so, to fifty, and ate up the road between Charing Cross and town in an incredibly short space of time. Two young ladies were following the Prince in another Hudson, and they refused to be left behind, hanging on a few hundred yards back, at a similar high speed, which shows that it was not only the Prince's Hudson that had a turn of speed. The rest of the field, we are told, was nowhere!

From *The Dominion Motor*, Christchurch, New Zealand, July, 1920.

Super-Six Makes a Splendid Showing on Four-Day Tour in England



UNDER the auspices of the Royal Automobile Club of England, a Hudson Super-Six was entered for trial recently by the Grosvenor Garage of Bournemouth in a four-day run from London to Newbury and return, a distance of 797 miles. The route was as follows: London, Exeter, Plymouth, Helston, Truro, Land's End, Mitchell, Barnstaple, Lynton, Bridgewater, Bristol, Bath, Chippenham, Bathampton, Swindon, Marlborough, Reading, Slough and London.

The Hudson took the exceedingly steep hills with ease, and the average gasoline consumption for the four days was at the rate of better than 15 miles per gallon.

An Echo of the Transcontinental

Racing Cars Not Molested by Bluffs Traffic Officer

Traffic Officer Hak-Miller yesterday stopped a racing automobile at Pearl and Broadway streets in Council Bluffs, but after a moment's whispering, sent it flying on its way with a wave of the hand.

Soon, a second car came racing by, and sped away unmolested by Officer Hak-Miller.

“They're both government mail cars trying for a transcontinental record,” the traffic officer explained.

From the *Omaha, Neb., Bee*, August 13, 1920.

Famous Aviatix Drives Essex



Miss Ruth Law finds the Essex a close rival to her airplane. And while she herself has not tried any stunts with her car she believes the Essex past achievements speak for themselves. Miss Law drove the car during the recent State Fair at Springfield, Ill.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, OCTOBER 2, 1920

NUMBER 46

Why Hudson and Essex Prices Were Reduced

HUDSON AND ESSEX cars were reduced \$200 to \$450 this week, bringing them down to bed-rock prices. The announcement naturally caused comment and discussion and the factory feels that a statement to all distributors and dealers and salesmen should be made, so that they will be in a position to fully acquaint anyone who asks why Hudson and Essex prices were lowered.

There has been an attitude of expectancy on the part of the public for some time for lower prices, not alone for automobiles, but for everything else. The effect on sales was largely a psychological one, for the public had the money to purchase. They were simply waiting for things to come down. So, to meet this attitude, the lower price schedule was put into effect, even though it meant great reductions in factory profits.

It is hoped that even though present factory profits are cut to a minimum the action will result in a lowering of material and production costs to a point which will again permit the resumption of normal conservative profits.

Distributors' and dealers' stocks on hand have been protected by the factory at great expense, so that every Hudson and Essex sales organization can take full advantage of the increased fall buying that is resulting from price reduction.

Every organization will see the effect of price reduction in increased sales, and the organizations that work the hardest will reap the greatest results.

Hudson and Essex distributors and dealers, because of the enviable position their line has always held, will have the advantage, and now is the time to "hit the ball."

New Low Prices on Hudson and Essex

Here is the new schedule of prices which went into effect Tuesday, September 28th:

HUDSON

7 Passenger - - - -	\$2,400
4 Passenger - - - -	2,400
Cabriolet - - - -	3,000
Coupe - - - -	3,275
Sedan - - - -	3,400
Touring Limousine -	3,625
Limousine - - - -	4,000

ESSEX

Touring - - - -	\$1,595
Roadster - - - -	1,595
Cabriolet - - - -	2,100
Sedan - - - -	2,450

THE HUDSON TRIANGLE

After Flying, Only the Super-Six Satisfies Hungate



FREDERICK HUNGATE, of Pomeroy, Wash., is the most recent devotee of aviation to purchase a Hudson Super-Six. Mr. Hungate was the first man in Garfield county, Washington, to own an automobile, and likewise he is the first owner there of an airplane. When Mr. Hungate can content himself with staying on the ground he does his traveling in a touring limousine, which he says comes nearer to giving him satisfaction after a flight than any other make of car.

New Member of Unpaid Sales Force

The "unpaid sales force" of the Essex is increasing each day. The newest member is Edward Metzger, of Capon, Oklahoma.

Mr. Metzger purchased his Essex in February, 1919, and has driven it over 25,000 miles with a maximum repair bill of \$32. He states that \$25 of this amount was for universal joints and propeller shaft which he had to replace on account of his carelessness in failing to oil it.

When Brady & Leamon, of Bartlesville, Okla., from whom he purchased the car, have a prospect who is a little dubious they send him to Mr. Metzger and the sale is made.

Mr. Newkirk is One Bear; "Stealthy Steve" is the Other



Here is a picture of a New Brunswick black bear cub, six months old and weighing 40 pounds which is learning to drive a five-passenger Essex touring car.

This cub is the pet of Newton Newkirk, the "funny man" of the Boston Post, who is himself the owner of an Essex Sedan and an enthusiastic Essex booster. The cub (which "Newt" has named "Stealthy Steve" after a famous detective of the "Nick Carter" order who has figured in several humorous serials Mr. Newkirk has written) was presented to the Boston Post man while on a fishing trip in Canada, last June, and "Steve" now makes his home at the Boston Zoo when Mr. Newkirk is not out playing with him or leading him about like a dog on a leash.

"Newt" is going to write a book (an autobiography) about this bear which has already been filmed for the movies and by the time this article appears in print will probably have been shown at movie theatres throughout the country by the Pathe Weekly.

Useful Data Obtained From Insurance Men

RODGERS and Company, Knoxville, Tenn., distributors, have adopted a plan which we are confident is a good one.

The Farmers Mutual Fire Insurance Company specializes in farm buildings. We understand it is a co-operative proposition, which makes it of particular interest to the farmer. In practically every county in the United States they have an office under the jurisdiction of an overseer, from whom, we understand, it is possible to get a complete list of all the farmers in his county and the amount of property on which they are taxed. These lists cost from ten to twenty dollars a county, depending upon the number.

Mr. Rodgers has employed special salesmen to canvass this business. By applying to the second assistant Postmaster General, you can, at a cost of 35 cents each, receive a map of each Rural Free Delivery Route showing the location of each house on it. This map is of considerable assistance in laying out the salesmen's trips. The list of names is also used in conjunction with a circular letter campaign. Mr. Rodgers is of the opinion that the training which these salesmen will receive in this particular

type of work will equip these men in such a way that he can at a later time farm them out to some of his smaller dealers on some basis so that they will prorate the expense. This will not only help move cars but will convince the smaller dealer that cars can be sold, and incidentally educate him how it should be done.

Headline That is Gaining Popularity Each Day

"Big crowd at fair; Essex wins every race they enter," is getting to be a familiar headline in all communities this fall.

One of the recent rampages of the "Wonder Car" was at the Vernon County Fair, Nevada, Mo., where it crossed the line first in the following events: Three-mile, 4-cylinder stock car race; Two hundred-yard getaway race; Free-for-all stock car race and the Five-mile event for racing cars—the feature of the day.

Essex Cars Triumph Again In Michigan

In the first automobile races ever held on the old half-mile dirt track of the North-eastern Michigan state fair the Essex copped the line a winner.

The events consisted of two heats. Abe Dalzell with an Essex touring car copped the first, and Pflueger took the second in an Essex roadster.

The Fletcher Auto Sales Co., of Bay City, Michigan, writes that the cars were not stripped of anything. The only preparation was to lower the tops. The roadster also carried two extra tires and bumpers.

Two Items Which Tell the Usual Tale-- THE ESSEX WINS

The usual weekly story of the Essex cleaning up all comers in races. Two items this time. First is advice from Springfield, Mass., that the Essex car driven by Louis Disbrow won three events on the automobile racing program of the Eastern States Exposition on September 24. This included the New England Sweepstakes, the feature event of the big fair. This Disbrow, of course, is the same fellow who set the new world's record for 10 miles on a dirt track at Minneapolis a couple of weeks ago. Forty thousand people saw the Springfield speed show.

Number two consists of a telegram from Fort William, Ont., stating that Dalcetti, driving an Essex, cleaned up everything but the strictly stock car races, in which he did not enter. Of course the stock car race was copped by a Hudson, driven by Neville.

ON July 3rd M. Board of Muskogee, Oklahoma, purchased a Hudson Touring Limousine for his wife and left for a European trip on July 5th. A post card has just been received by dealer Hoffman of Muskogee which reads as follows: "You ruined the stay of Mrs. Board. She wants to get home and drive her Hudson." The card bore the postmark of Lucerne, Switzerland.

THE HUDSON TRIANGLE

A Courtesy That Brought Results

The Bacon Ryerson Company, Jacksonville, Fla., recently put several Essex in the service of the Power Farming Association when that organization was showing Florida farmers how to increase their efficiency. It was a worth-while expenditure of courtesy. Here is part of a letter the Bacon Ryerson folks received from W. B. Troy, chairman of the P. F. A.:

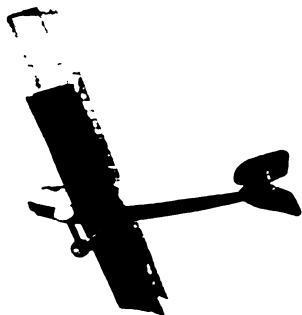
"I think of the expression of your Mr. Sides—'Leave it to us; we will handle the people for you.' And you did it without a hitch or break in the schedule. It is a pleasure to tell you the hundreds and more favorable comments made by the people about the service you gave us."

"Your men who drove the cars were great, and we cannot say enough in commending the part they played in making a success of this demonstration."

"The Power Farming Association, and the writer, representing this association, are going to do SOMETHING for the Bacon Ryerson Company and their Essex car. We want you to let us have a cut of the Essex, and if practicable would like the pictures of the three men who handled the crowd in front of an Essex, and we will be glad to run this as a page proposition in the next issue of the Mile Post and furnish you 100 copies for special distribution. We mean to be personally responsible for the sale of one Essex car."

A Belated Apology to Mr. Harrington

In *The Triangle* of July 17, the Essex Week number, the photograph which appears here was published in connection with an item from Hutchinson,



Kansas. This was a mistake. The photograph was sent in by J. S. Harrington, Inc., of Springfield, Mass. Mr. Harrington's organization got the 'plane, had it all decorated up and used it in fine style to advertise Essex Week. And he, of course, deserves the credit. The photograph was accredited to Hutchinson by mistake. We apologize.

Publisher's Car in Hill Park, Helena, Mont.



THE above photograph shows the wife of W. A. Campbell, editor of the Helena, Montana, Independent, and friends, in her Super-Six phaeton. It was taken in Hill Park and the spires of the St. Helena Cathedral and high school can be seen in the background.

Newhall Claims Gold Plated Fly-Swatter

A communication from H. B. Newhall, Sales Manager, Breard Motor Co., Monroe, Louisiana.

"I notice an article in *The Triangle* of September 11th, entitled, 'Gibson lays claim to resale prize for E. E. Chance.'"

"In regard to above, wish to state that Mr. Chance is out of luck. On September 1st, we traded for an Essex, driven 12,000 miles, and after putting \$50 worth of touch-ups on same, we sold on September 11th, for \$1795 and one popular six-cylinder car, the same six-cylinder being sold the next day for \$525. I hereby lay claim to the 'Yellow Pup' and hope that Mr. Chance has not taught him any bad habits in his short stay there."

Hudson Speedster Shows Good Form in Mountains

W. G. Boedeker, cashier of the Murray State Bank, Murray, Neb., has written to Guy L. Smith, distributor at Omaha, Neb., as follows:

"I have just returned from a trip with my family in my Hudson Speedster which I purchased of L. H. Puls, at this place late in the Fall of 1917 and as my car gave me such good service and especially good mileage on gasoline I thought you might be interested. The trip taken was to Estes Park, where we spent a week driving over the different mountain trips, then down to Boulder and up Boulder canyon to Nederland, and to Ward, and other mountain trips there, thence to Denver and

up Lookout Mountain and thence home. Our trip covered a distance of 1725 miles, 500 of which was mountain driving and on our return trip we drove one day in very bad mud and used a total of 122 gallons of gas, giving a general average of a little better than 14 miles per gallon. On our return trip I drove from Denver to Holyoke, a distance of 199.7 miles, on exactly 11 gallons of gas.

"The car did fine work and gave us no trouble, and at no time did the water in the radiator boil."

Overland Limited Trail Halted by Interest in Essex Transcontinental

Fred L. Brown, correspondent extraordinary of *The Triangle*, contributes the following from Salt Lake City:

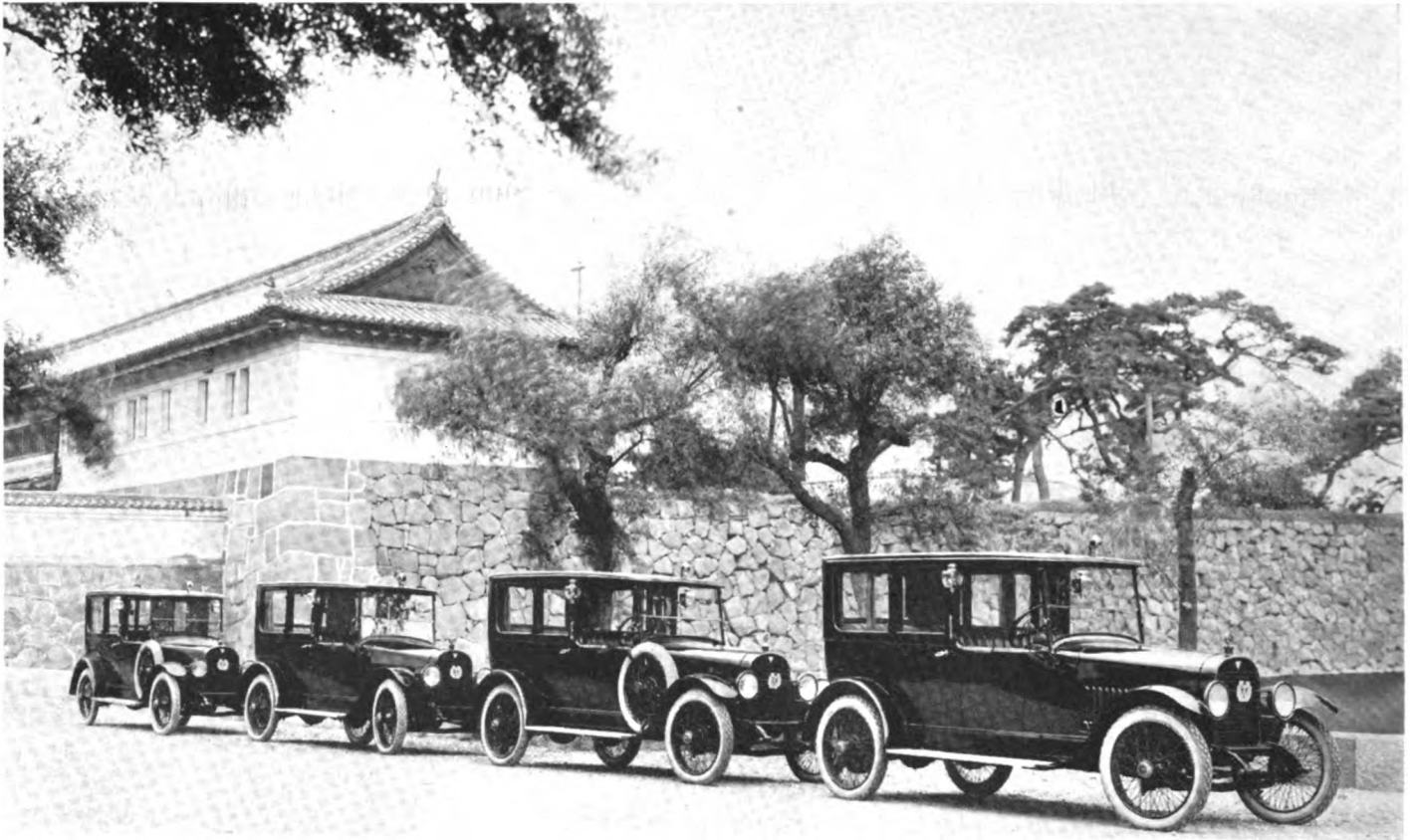
While Mr. Patterson and the writer were in Boise one day last week, L. W. King, of The King Motor Company, our dealer, told an interesting story, about as follows:

"Not long ago a stranger walked into our salesroom and said: 'As long as you are the Hudson and Essex dealer, you will probably be interested in knowing that I was on the Overland Limited train going into Cheyenne, when the conductor came through and said that about the same time we were due in Cheyenne, the Essex Transcontinental Mail Car would arrive, adding that if we were interested, to be on the watch for this car. The train arrived and just about the same time, the Essex came booming in, and a great many of the passengers got off to inspect the car.' He further stated that they held the train there for five minutes, on account of the interest shown by the passengers."

This enthusiasm shown by a total stranger impressed Mr. King to a great extent, even though this man did not live in his territory or was not even a prospect for a car.

It was a mighty good story to be heard 400 miles off the line of travel of our transcontinental cars.

Four Beauties in the Imperial Service of the Mikado



The above was photographed in Tokio, before the Imperial Garage of His Majesty, The Mikado. The Hudson Super-Six was chosen from among all American cars for the use of the Reigning Family of Japan.

Runs Eight Years—Says It's Good For as Many More

JOHN H. SMITHERS, of St. Louis, submits an affidavit concerning the record of his Hudson 33, 1912 model, because, he says, "otherwise it would be taken as a novel."

The outstanding facts contained in Mr. Smithers' affidavit are as follows:

In 100,000 miles of travel he never went out with this car that he did not return on its own power.

Repairs on this car "have been so little that they challenge human credence—new piston rings and cross head pins *once*; small and ring pinions in the differential *once*, and that is all the replacements, outside of spark plugs, during all these years of constant service. And yet the car runs practically as well today as it ever did—a little noisy, that is all—and is good for five to ten years longer with an occasional replacement of parts."

Mr. Smithers regretfully states also that he is now seriously thinking of selling this faithful car. "I cannot feel otherwise than guilty of discarding an old and true friend," he says. "If I were to give this car away and \$1000 with it, I feel that I would still be way ahead on the purchase price of \$1600."

Mr. Smithers also confesses to a great worry as to where he can obtain a new car that will perform in the same fashion as his old Hudson. But he has been hearing some very complimentary things about the Essex. He has seen the Essex perform. And he's

Details of Transcontinental Run Worth Noting

Here is the Schedule of the time made by the Essex Mail Cars on the toughest going of the whole trip. This also includes some later trips made by car No. 6:

	Miles	H	M
San Francisco to Salt Lake City.....	876	28	44
Salt Lake City to Ely.....	256	9	3
Salt Lake City to Evanston	83	2	46
Evanston to Rock Springs	113	3	11
Ogden to Logan (2 detours)	55.5	1	22
Twin Falls - Buhl - Twin Falls.....	34		46
Salt Lake City to Brighton	28.5		52
Gardnerville to Tonopah..	200	5	58
Tonopah to Ely.....	193	6	28
Ashton to Idaho Falls....	66.4	1	32
San Francisco to Cheyenne	1353	46	40
Ely to Cheyenne.....	733	26	20
Salt Lake City to Cheyenne	477	17	10

OVERLAND LIMITED TIME

San Francisco to Salt Lake	818	28	45
San Francisco to Cheyenne	1267	44	40
Salt Lake to Cheyenne....	521	18	50

now an Essex prospect if he can summon up sufficient courage to say good-bye to his old favorite.

Fleet of Essex Cars Serves Well in West

R. E. Theinhardt, manager of the State Implement Co., Helena, Mont., has written to the T. C. Power Motor Co., Hudson and Essex distributors, as follows: "You will doubtless be gratified to know that the fleet of Essex cars purchased from you for the use of our salesmen in working their territories, is proving more than satisfactory."

"A detailed daily report as to mileage and fuel consumption enables us to keep record of their performance and cost."

"We are pleased to advise these cars to date have averaged 18 2-5 miles per gallon of gasoline consumed, are very economical on lubricating oil, and extremely easy on tires."

"We are so well pleased with Essex cars and their low operating cost that we would not consider using any other equipment, regardless of first cost."

Triumphs in the Big Grain Country

A. F. Miller, secretary of the Farmers' Land Co., Lewiston, Mont., has written to the Judith Motor Co., of Lewiston, as follows:

"The Essex which we purchased from you in April has lived up to all expectations; we are using the car every day in our business, traveling over all kinds of roads in all weather, and the Essex is always ready. So far the upkeep of the car has been practically nothing, and we find it very economical in gasoline."

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, OCTOBER 9, 1920

NUMBER 47

Prices Have Been Lowered = Now Let's Forget Them

IF automobile makers continue to discuss prices in their advertising and selling, then, more than ever, will the buying public begin to think that the business of selling automobiles is like running a bargain sale department store. If price changes and reductions are kept the main issue, then eventually the purchase of an automobile may become more a question of where it can be bought the cheapest, and quality will become a secondary consideration. Let others, if they choose to do so, talk price changes, but you sell Hudson and Essex cars on the only basis that they should be sold — quality and merit of product.

¶ Hudson and Essex prices were reduced because the public demanded it. There was a feeling, and it was apparently nation-wide, that prices of automobiles must come down. Since Hudson and Essex announced its reduction, sales have been stimulated and the public apparently is satisfied. The factory will have to build cars from now on at a minimum profit, and in the case of some models at an actual loss, until the cost of materials, living, and eventually labor itself comes down to a point where normal conservative profits can be resumed.

¶ The greatest thing that Hudson and Essex salesmen have to offer, however, is not a price reduction, not a cheaper Hudson and Essex, but **VALUE**. Now, more than ever before, the buying public will demand value; things must be

all wool and a yard wide. Such an attitude of close scrutiny and careful buying on the part of the prospects should be welcomed by Hudson and Essex sales organizations, for Hudson and Essex offer two of the greatest values in motor cars today.

¶ They are cars of proven worth, with a strong, substantial record behind them. In beauty of body and line they have always set the pace, established the style. It is not bragging to say that Hudson and Essex are perhaps the two most widely copied cars in the industry.

¶ They hold more records than any other. They have established economy, performance, endurance, in practically every section of the world. Every mail brings in some new Hudson and Essex achievement. They have been widely and well advertised. The public knows their reputation. They stand out as leaders of their respective classes. They are two of the world's real fine cars.

¶ With all these advantages as talking points, with so many exclusive features to present to a buyer, it seems a waste of time to talk price. Present Hudson and Essex prices have placed the cars at a distinct advantage, but the public knows this, or will find it out. The thing, then, that seems most logical and good business to do is to go out and sell Hudson and Essex for the high quality cars that they are, for the genuine service and satisfaction that they will render every owner.

Two Attractive Letter Circulars



HERE is how Philadelphia handled two circular letters and got away from the usual form type. The two illustrations used as letterheads were made from electrotypes of two newspaper advertisements. They were printed by the distributor on ordinary bond paper, one illustration in rich green, the other in sepia, and they added considerably to the attractiveness of the solicitation. Circular letters can be made effective with a little ingenuity.

Essex Roadsters for Salesmen

The James Bailey Company, largest automobile accessory concern in the state of Maine, has just purchased four Essex Roadsters for its sales force, from the Portland branch of the Henley-Kimball Co. They were in the market for cars early in April, and after a careful test of many other makes, they purchased an Essex. The first car was assigned to northern Maine territory, and despite the poor roads and hilly country proved itself. Hence, the order for the four new cars.

From a Hudson Owner

Mr. A. W. Judd of Wilmar, Ark., writes: "This is the second Hudson Speedster car I have owned and I take pleasure in advising that both cars have given me satisfactory service. The performance of these cars I think is remarkable, and the endurance is all that one could expect of any car. I have driven my present car from Wilmar to St. Louis and return, travelling over 2000 miles. I also made a trip from here to Mineral Wells, Texas, and the oil fields, and both trips were made without any expense or worry. Also the service I have received has been very satisfactory."

New Record at Brawley, Cal.

Curley Brumbley won the 75-mile road race at Brawley, Calif., and incidentally set a new Imperial valley record with an Essex roadster. His time was one hour, twenty-five minutes and forty seconds, an average of more than 48 miles an hour.

Stolen Car

Tracy Prophet of the Anderson Garage, Anderson, Indiana, reports that his 4-passenger phaeton, number 11-0-35495 has been stolen. Mr. Prophet will consider it a great favor if readers of the Triangle will keep a lookout and help him recover his car.

Good Publicity

We have a few large road signs still available at the low price of \$9.50 each, with the extra crating charge of 55 cents per sign when five are put in a crate; or \$1.08 each for two in a crate; or \$3.84 for one in a crate. They are just large enough (48 in. by 72 in.) to attract attention at the turn of a road or the top of a hill. The arrow with the name of your city makes them a real help to the passing motorist and good publicity for yourself.

A Friendly Message

On the corner of Fifth Avenue and 44th Street in New York City stands the great Harriman National Bank, one of the most powerful financial institutions in America.

Thousands of depositors and wealthy investors throng its marble lobby every day. Cashiers from the rich shops of the Avenue bring in their bags of gold and silver. Limousines wait at the curb. Merchants, brokers, financiers, professional men come and go through the great bronze door.

The lobby itself is a model of massive compactness, rich in column and medallion. Keen eyed men from grated windows receive and deliver fortunes with casual efficiency. Stalwart guards, alert of eye, watch over the eternal drama of dollars.

And yet, in this austere setting there is one outward touch that softens and redeems the whole. One sign that deep in the breast of this great automaton are human hearts, thumping—if only for policy's sake—to the rhythm of yours and mine.

I refer to a friendly message from the bank to the public, framed in bronze, and hung on the wall. It is the only fixed, public utterance of this great institution to its friends:

"Politeness is the exhibition in manners or speech of a considerable regard for others. Politeness costs nothing, but it is worth a great deal; it is a valuable business asset in dealing with the public. Politeness is the distinguishing mark of manners and good breeding . . ."

Surprisingly, it doesn't speak of honesty, or thrift, accuracy or interest or safety vaults.

In these simple unaffected words, it calls politeness its ideal.

You can almost hear it say: "I cannot be philanthropic. I cannot yield to the human impulses of mercy. I cannot give and forgive. I must adhere mechanically to the stern dictates of my role—as all great institutions must do. But I can be polite. I can soften and make kind the inevitable 'yea' and the inevitable 'nay.' And this, friend, I will strive to do."

If this great bank, after deliberation, has decided upon this message as first in importance—where so many messages are important—it may be worth while for you and me to scrutinize our own personal attitude, or the attitude of our personnel, toward the public with which we deal.—From "The Better Way".

Signor Caruso Rides in the Hudson



A Super-Six Touring Limousine was the famous tenor's official carriage on his recent engagement at Montreal.

THE HUDSON TRIANGLE

This Week—Another Column of Essex Success

All over the country Essex is accomplishing something new every day. It is a wonderful tribute to the little green car that it is able without any apparent effort to keep so firmly in the public eye. Among these varied performances dealers and salesmen may get a suggestion for their own localities.

An Essex Sedan led the Hagenbeck-Wallace circus parade in Chattanooga, Tenn., the other day, and an elephant followed bearing a banner proclaiming the merits of Essex cars. Maybe this is circus stuff, but the people who went to the circus enjoyed it, and it helped boost Essex.

The King Motor Co., live and wide awake dealers at Boise, Idaho, wire that two Essex cars finished first and second in the sweepstakes event, competing with special built cars of over twice the motor displacement, and that the Essex also was an easy winner in the light car race.

Hudson and Essex both captured the honors at Mohawk, N. J., in the Vickermann Hill climb. Two Essex cars were first and second in one event and the Super-Six first in the other.

The only poster ever put up in the post-office at Taylor, Texas, outside the regulation government ones, was the one sent out recently describing how the Essex carried the first transcontinental motor mail.

We don't like to discuss liquor these days in these columns, or even hint that sometimes Hudson and Essex cars are selected by law-breakers because of their ability to perform and endure, but we do think the world should know of such incidents as the one reported by E. P. McDowell, dealer at Billings, Mont.: Here, in his words, is the story:

"The writer was in Miles City—and everything was closed up—but at the garage where I put up, they tipped me off to three prospects, so these three kept me busy all the forenoon. Just after noon, when eating lunch at the Olive Hotel, I heard two traveling men laughing at the sheriff for letting four bootleggers get away that week, and all of them were carrying a carload of booze.

"I thought for a long chance I might call on the sheriff—found him, but not in a very good humor, for he had lost these four men, and they were all driving ESSEX roadsters, while he was driving a high-powered car, but in the rough country north of Miles City he didn't have a chance—even when they had from ten to seventeen 'cases' on board.

"I proposed a trade—and it took just twenty minutes to get him—delivered the car next day, and the day after he caught one of the four men who had passed him the week before. The fellow had seventeen cases of booze. The next day Sheriff Middleton had a chance to sell his Essex for \$25 more than he paid me for it. He did and ordered another from me. Needless to say, here is a man who is a booster from this time on."

Of Course Essex Won First Prize



This happened in Murphysboro, Ill., on Labor Day, and the artistic decorator was the Arboiter Motor Sales Co.

"The Most Remarkable Picture Ever Made"



GREAT success everywhere is attending the showing of "The Trail of the Arrow" film. At state fairs, in school houses, churches, show rooms, and even in private homes, dealers are using this wonderful motion picture of the Essex and stimulating new interest, creating new sales.

Two copies of the film were shipped to The Charles Schiear Motor Car Co., at Cincinnati. After their arrival, Carl Merkel, sales manager, found some difficulty in arranging for as extensive a showing of the film as he had planned in local theaters, and so he asked to be allowed to ship one back. Then he saw how Walter Bemb used the film at the Michigan State Fair and now at the conclusion of the Cincinnati Automobile Show he writes:

"We have decided to keep *both* of these films, using them in the city and about the territory. We found that while running the film at the automobile show, a number of dealers and customers were very much interested. There is no question but what it is the most remarkable moving picture ever made. The action is so continuous there is no lack of interest any time throughout the picture."

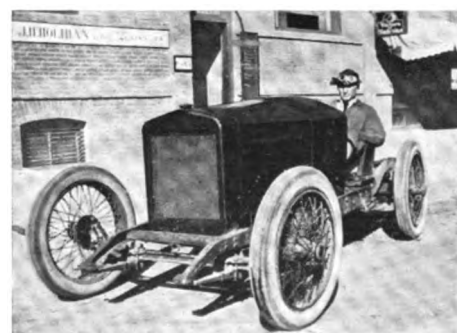
That is just a sample of the enthusiasm that one gets after seeing this film, and particularly after it has been shown to a state fair or automobile show audience. One distributor arranges private showings in the homes of prospects, requesting prospects to invite any friends that are interested.

There is generally a good audience, and the Essex car that stands outside is frequently used after the show to demonstrate the riding qualities of the car to those interested.

One dealer, J. L. Price of the Reliance Auto Supply Co., Van Nuys, Calif., tried the film three ways—in the local theater, his garage, and in a school house. The school house performance was introduced as a novelty for the children. It brought good results. Many parents, unable to understand their young sons' wide-eyed versions of the Essex feats, called up and asked whether there really was such a picture. This gave the dealer an opportunity to sell the old folks, which he did to good advantage.

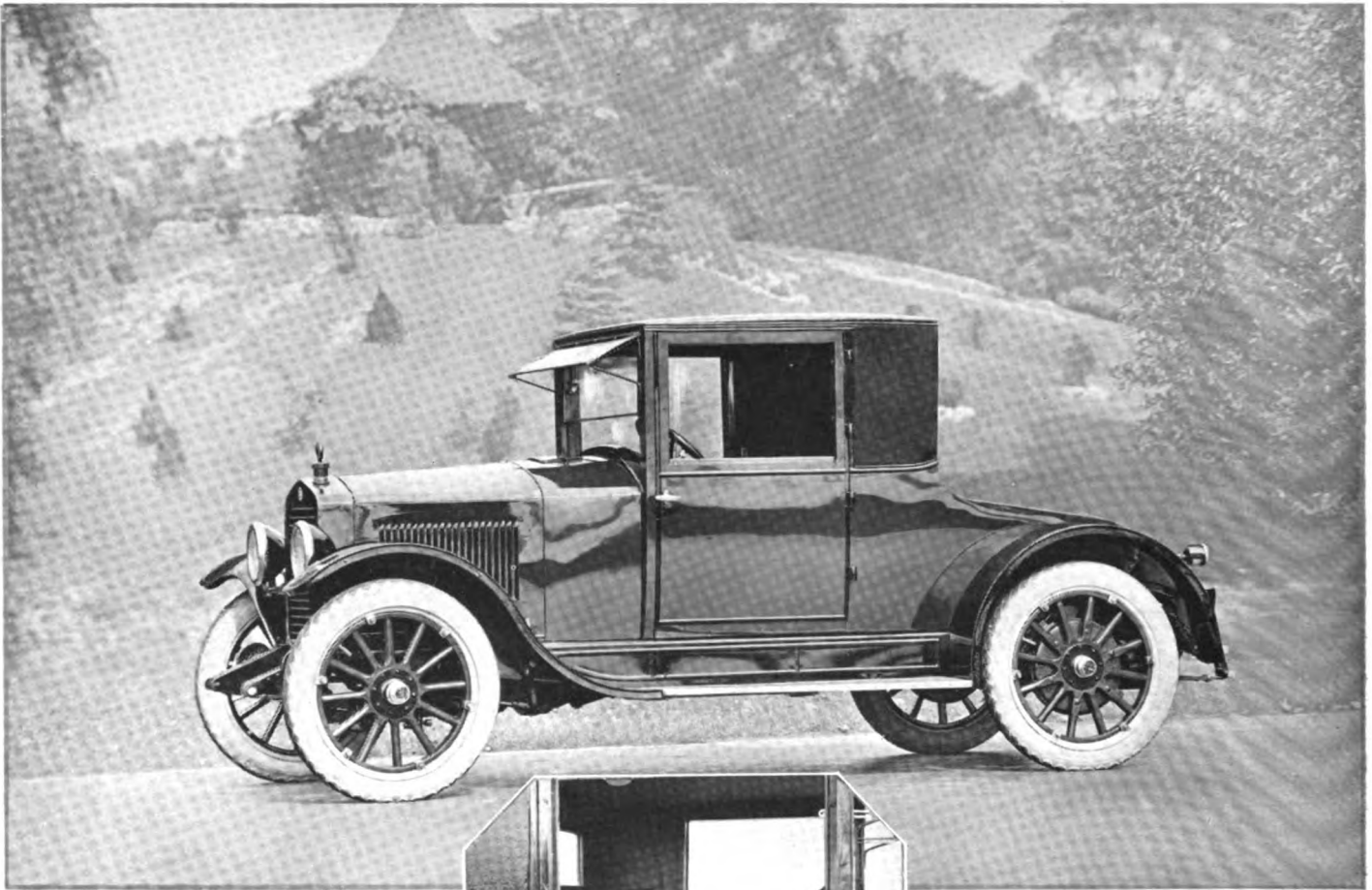
The Heydt Motor Co. of Reading, Pa., have been using it at the fair. It produced sales and numerous prospects.

There is no question but what this film can be made a valuable sales aid. It should be used by every Essex distributor and dealer this fall.



This is Bob Loubek, Hudson and Essex dealer at Bismark, N. D., and his Essex racer which has trimmed them all this year at the Minnesota and North Dakota county fairs.

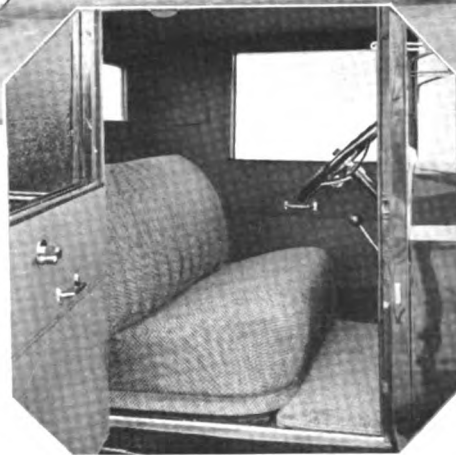
First Pictures of the New Essex Cabriolet



THIS is the latest addition to the Essex line—the new two-passenger cabriolet. It has charm and beauty that set it out distinctly among cars of its type. And while it possesses great beauty, it is sensibly designed with a great regard for the comfort and utility of its occupants.

The pleasing straight lines that characterize all Essex models are carried out in the cabriolet. The top is low and the interior is roomy. The lines accentuate the smartness and fleetness of the car.

The doors are very wide, giving the utmost of comfort and convenience in entrance and egress, and permitting a splendid range of vision from the broad rectangular window. The side windows extend well back, so that the driver may easily observe the approach of cars from either side.



The after-deck curves gracefully in harmony with the contour of the rear fenders. There is a patent leather sun visor, easily adjustable, which adds its bit to the smartness of the car. Above the narrow black mould-

ing the body and top is covered with black grained leather. The color of the car otherwise is the standard Essex Brewster Green, the chassis and fenders in black.

The trimness of the interior is shown to advantage in the insert pictures. The upholstery is a wool fabric in rich gray tone. Pockets, dome light, floor mat and the deep cushioning of the roomy seat also may be observed in this view.

The weight of the cabriolet body is so balanced as to give the utmost in riding comfort. The carrying space in the after deck may be used to the fullest advantage. The ordinary parcel or bag can be placed within the deck through the snugly-fitting, hinged trap-door. The top of the rear deck may be entirely removed if desired for the carrying of larger or bulky objects.



The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, OCTOBER 23, 1920

NUMBER 48

MOVING USED CARS

The All-Important Sales Keystone

How One Distributor is Solving the Problem

THE chief check today on the merchandising of new cars is the stoppage in the used car salesroom.

Indeed were it not for used car sluggishness, many Hudson and Essex dealers and distributors would have more sales than they could take care of.

We believe most distributors and dealers realize this. Varying somewhat in different sections, the acceptances of used cars in trades on new cars has in the last year or two ranged up to from 60% to 80% of total sales.

Obviously the handling of used car trades, therefore, must be kept almost as flexible as currency to gain the maximum new car business.

Recent events give an important object lesson of this. Used car prices fell sharply. Used car buying lagged. Many exclusive used car brokers were caught with large stocks. They had to unload at losses—many resorting to all

sorts of cash prizes, extra tires and accessories as premiums to stimulate sales.

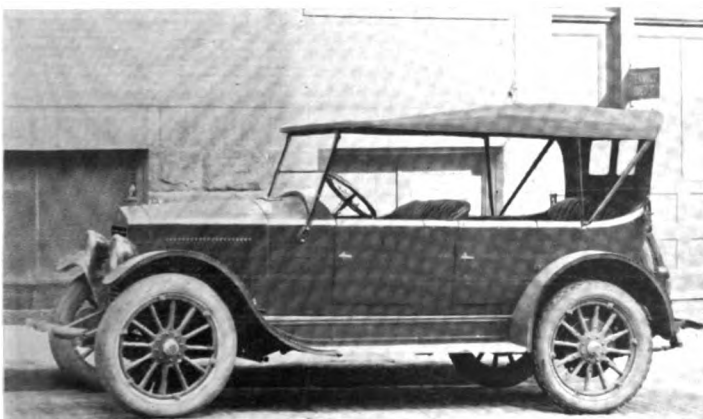
This reacted to check normal used car clearances from new car dealers. They could not make attractive offers to prospects on trades for old cars. And thousands of prospects ready to turn in old cars on new purchases were turned away.

The Bemb-Robinson Company at Detroit has evolved a very simple and effective plan to move its used cars—a plan which results to date promises them a steady outlet for their used cars all winter.

In general outline the plan is this:

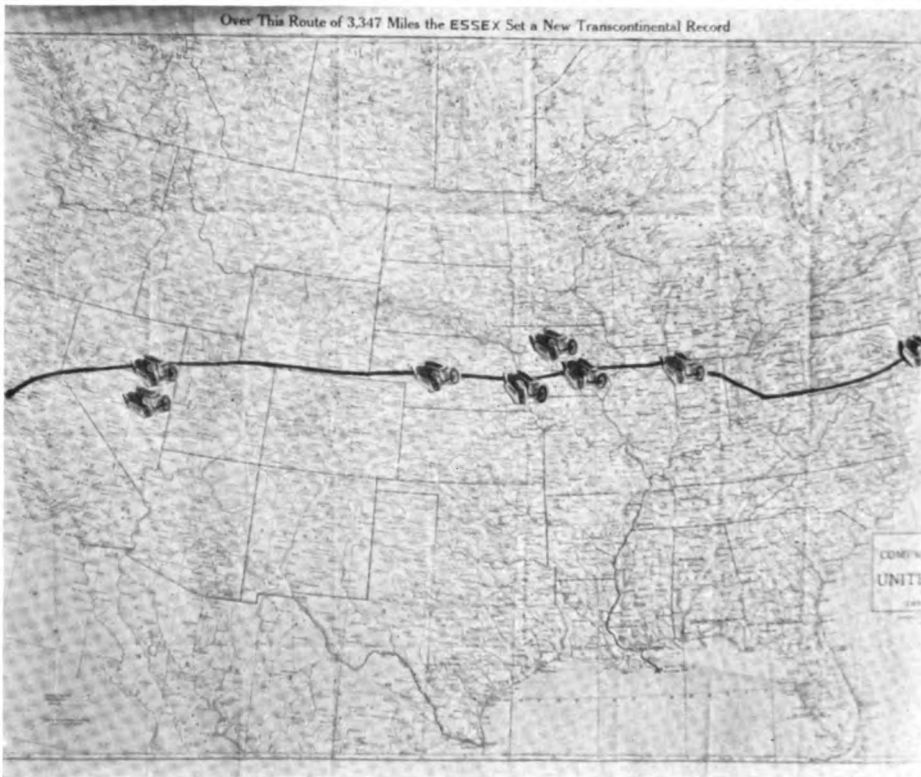
On every used car sold The Bemb-Robinson Co. fits a custom built winter top, free of charge. The winter top job is first class in every respect—weather-tight, giving perfect vision on all sides to the occupants, absolutely rattle-proof and permitting a full length opening of

Continued on Page Four, first column.



Before and after the Special Bemb Top is added.

Kansas City Stages a Transcontinental



INTEREST in the Essex transcontinental record was sustained for prospects and salesmen by the Hudson-Brace Motor Co., of Kansas City, in a unique sales contest held last month. Every salesman theoretically became the driver of a transcontinental Essex, and as sales were made miniature Essex cars were advanced across the country.

It was just a regular old-fashioned sales contest, but by using the idea of the transcontinental route, the salesmen and every prospective purchaser who entered the salesroom learned again the real story of the Essex, and interest in the greatest Essex achievement was revived.

There are probably thousands of automobile owners and prospects who have never heard of this or other Essex and Hudson records, widely advertised as they have been. The accomplishments are just as wonderful today as when they were made, and it is the duty of every salesman to keep these records alive in the minds of every person talked to about Hudson and Essex cars.

Distributors Send Salesmen to Help Dealers

THERE are a number of distributors using with considerable success in developing dealer territory a method of "farming out" salesmen to dealers. That is to say, if the territory is not properly worked, possibly because of lack of a thoroughly up-to-date and efficient sales organization, a distributor may send a crack salesman from his own retail organization

into the dealer's territory. This salesman is registered with the factory and receives a special bonus for each car sold. He works with the dealer and with other salesmen in the dealer's organization, demonstrating his methods of handling sales work and training them in methods of obtaining prospects, following up, giving demonstrations and closing sales.

In some sections, mainly in farming districts, where there is not sufficient

business to make it worth while to maintain a dealer, this method also is being used to considerable advantage.

As a rule this type of work does not appeal to a good salesman on the ordinary basis of working, consequently it is essential to offer an added inducement to the salesman. Great care, naturally, should be taken to make sure that the salesman understands the language of the farmers with whom he is working, and also that he thoroughly understands their methods of buying. The factory has a record of some twelve salesmen now working on this basis.

There is a clause in each distributor's contract permitting him to handle part of his territory in this fashion. A careful analysis of territory may show a number of additional distributors how they can profit by following this same plan of seeking out and closing sales in poorly worked districts.



G. C. Patton and his son had a little transcontinental trip of their own, only they started from South Dakota and finished in Los Angeles. The Hudson, just as shown here, traveled 2600 miles, and Owner Patton reports an average of better than 14 miles to the gallon.

Essex Wins at Dallas

Essex cars won a decisive victory at the great Dallas state fair this week, Koetzla and Reynolds driving. In three events Essex took first each time, and in the light car championship with 10 starters Dave Koetzla driving an Essex stock car was first. He covered the 15 miles in 13 minutes and 12 seconds.

One Guess—Who Won This Montana Race?



THREE firsts, a second, and a third against the field—is the record made by Paul Clancy and his Essex "Number 4" during the state fair at Helena, Montana. The T. C. Power Motor Co. say it was a second Essex Week, and the pictures and newspaper clippings they sent prove that the green car was very much in evidence.

Here in the photographs are shown the start, with a cowpuncher giving Clancy a little advice; the finish with the aviator entrant well to the rear; and below the Essex Speed Bug that captured honors along with several other Essex and Hudson entries in the fashion show.

There were no Hudsons entered in the races, but the Helena Commercial Club, to stimulate interest, offered prizes for a fashion show. Two Hudson Coupes, a Touring Limousine, and an Essex won ribbons. The little Essex shown here is the same car that climbed over the Rocky Mountains on high during Essex Week.

Further interest was aroused with "The Trail of the Arrow" film. It was shown at one of the leading theaters for three days during the fair.

Toney and Dave Beat the Sante Fe

Toney Chisum, Hudson and Essex distributor at Amarillo, Texas, wires that he and Dave Lewis have set a new Essex record that outdoes any previous effort made in his parts. From Amarillo to Belen, New Mexico—362 miles—over Texas and New Mexico's mountain roads, they challenged and beat the train time of the California Express on the Sante Fe. The train and the Essex left Amarillo on schedule at 5:25 a. m. The Essex reached Belen at 3 p. m. and the train was due to arrive at 5:15. Newspaper and railroad officials were the official observers. The record will stand for a long time to come, says Toney.

Salesmanship Now Means Work

THE business of the future looms up more distinctly each day and the individual dealer and the individual salesman must consider seriously the question of what they are going to do to secure it; what methods to adopt and what attitude to take.

"The demand for automobiles has not slackened, there has been no falling off in the desire and there will be no falling off for years and years to come. But the country is entering upon a new stage, a new era of business and a new era of salesmanship.

"The period lasting for eighteen months when prosperity ran rampant is over. The past days of exhilaration and intoxication must be forgotten. There is no time for such reflection. Times have changed; the world moves rapidly. This is not the day for a salesman who has no heart in his work, who

is not alert, aggressive and possessed of the inherent abilities of good salesmanship which spell success.

"The old days when the sales came to the salesroom are past; the new days require the salesman to go out on the highways and byways and look for his business, and the man with the sharpest eye, the greatest industry and carrying with him an optimistic feeling that nothing on earth can damp is the man who is going to prove of greatest value. It is not brilliancy that counts so much; industry mounts high above everything. And along with it goes optimism and confidence in what he is trying to sell."—*Motor World*.

Before a crowd that resembled a former Tennessee Derby day assemblage, Johnny Rainey, with his Essex, won the Ajax trophy and cash prizes from a field of seven entries. His time was 9:09 2-5 for the seven and one-half miles. The event was the feature of the Tri-State Fair held at Memphis. Cline, also driving an Essex, took the three mile event, while Rainey ran a dead heat with another entry in the five-mile event.

THE HUDSON TRIANGLE

These ads are the first three in the series to be used in connection with the "Winter-Top-Free Used Car Plan." The first ad is 4 cols. x 150 lines. Others are 2 cols. x 90 lines.

They appear twice weekly in two afternoon newspapers and each Sunday in two Sunday papers. The Bomb-Robinson Co. is running this advertising schedule on used cars throughout the winter.

Copy is changed every week.

We will supply mats or electros of these ads at cost to all distributors and dealers who wish to undertake this plan.

MOVING USED CARS

Continued from Page One

all doors. In the higher grade used cars heaters are also installed without charge. In the lower priced cars heaters are put in on order of the buyer at cost.

In doing this The Bomb-Robinson Co. is able to sell its cars at the prevailing prices of used open cars.

Clearly they must be able to make these extra installations at very low cost. The top, of course, does not compete with specially built tops, but is a wind and weather-proof job, and can be put on for about \$30.

In this article we will not explain The Bomb-Robinson manufacturing methods, as we do not wish to have it circulated beyond the Hudson and Essex organizations.

But we will furnish upon request to any dealer or distributor the full details of the plan.

We are confident that any of the larger Hudson and Essex dealers and distributors can use this plan with excellent results.

It is the only thing in the nature of a used car "premium offer" to come to our attention so far that seems inspired by insight into buyer psychology.

An open used touring car, with the chill days at the threshold, is a bleak spectacle to the average buyer. With this winter top, it appeals to the sense of seasonable comfort and well-being that we all love.

It's just a case of looking at the thermometer and offering customers overcoats instead of Palm Beach suits.

From an absolute standstill, this plan, following the first ad, sold 11 used cars in 5 days for The Bomb-Robinson Co., and the buying is increasing as news of the plan spreads.



Closed Car Luxury at Open Used Car Prices

? What Is This New Policy? ?

Your Choice of

Hudson Essex Packard Buick	Paige Liberty Cole Chandler	Oldsmobile Chalmers Maxwell Elgin	Dodge Hupmobile Overland
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At Our New Reduced Used Car Prices

We put on weather-tight Winter-top, with full length door, absolutely rat-tle-proof, giving the luxury, comfort, protection and vision of the high-priced Sedan or Limousine.

In the higher grade used cars with winter-tops, heaters are also installed without cost.

In any car you select if it does not already have heater we will install one at cost.

You do want a closed car for winter use. Even this early the wind, cold and raw weather makes us covet the protection and luxury of the closed conveyance.

When you see the security these winter-tops give—when you examine their stoutness and endurance—when you sit in one of them and know that the discomforts of weather are excluded—you will surely want one.

Come early and secure your choice.

Sales Dept.
286 E. Jefferson Avenue
Main 3786

The Bomb-Robinson Company

Service and Parts Station
187 E. Larned
Cherry 8281

BRANCH WOODWARD AND CANFIELD
OPEN EVENINGS AND SUNDAYS

Members D. A. D. A.—Responsible Automobile Dealers Who Sell Only Reliable Cars



FREE

A Winter-Top on Every Used Car We Sell

Custom Built and Fitted to Your Car

Heaters Also Put in Higher Grade Used Cars Without Charge—Others at Cost

Don't miss this chance to enjoy closed car comfort, protection and vision, at our new, reduced open used-car prices. Choice of every good make. Winter-top put on free with every car costing over \$500.

We also have used Sedans, Coupes, Limousines, etc., in all the best standard makes.

THE BOMB-ROBINSON COMPANY
286 E. JEFFERSON AVENUE
Another Used Car Branch at Woodward and Canfield



FREE

A Custom Built Winter-Top on Every Used Car Costing Above \$500

Gives you closed car comfort, protection, vision at our reduced open used car prices.

**Act Now—Get Your
Choice of These:**

Hudson Essex Packard Buick	Cole Chandler Liberty Paige	Oldsmobile Chalmers Maxwell Elgin	Dodge Hupmobile Overland
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Heaters also put in higher grade used cars without charge—Others at cost.

THE BOMB-ROBINSON COMPANY
286 E. JEFFERSON AVENUE PHONE CHERRY 2447
Another Used Car Branch at Woodward and Canfield

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, OCTOBER 23, 1920

NUMBER 49

"Rest is Rust"

NO MAN ever emerged to eminence above his fellows, except he recognized that yesterday's successes are remembered, only if capped by a better effort today.

The crowd burns out the turnstile babbitting to see Babe Ruth. He is the idol of baseball. But let Ruth fail to hit a home run for a couple of weeks, and the same crowd will roast him. Let him fail for a month, and they would cheerfully crucify him on a couple of crossed bats.

And so surely as he joins the worshipping crowd and falls down to worship his own past record, so surely as he lets up in rigorous self-discipline, hard work, application and attention to business, just so surely his day is past. Ruth knows. He must know it and take warning. The proof is he continues to hit that ball into the home-run country.

There is a young Mr. Jack Dempsey, who took the loving kindness and tender mercy out of championship fight matches. There is little preference between his punch and the broadside from the peevish corner of a mule. Men who have met it are glad to be alive to say so.

But let Dempsey weaken his destroying punch, by fattening in the ease of success, and some eager young husky will pass him on to dreamland and the forgotten oblivion of the "has been."

And that is true of every field wherein men gain their livelihood—the law, politics, commerce, art. It is pointedly the case of the salesman.

He wins his success and prestige by

lively, aggressive work that will not be denied recognition. If he has the moral fiber to resist the temptation to loaf on his laurels, he makes that success a permanent, profit-yielding one.

Men sometimes say of a veteran salesman, who is slipping: "Why he has forgotten more than these other cubs ever knew. But they're all passing him. I can't understand it."

Can't understand it? Why, man, you've said it. "He has forgotten more"—that is the point. He has come to look down upon the energetic, clever, resourceful things, the hard work and all that won him his star as a salesman. He has substituted an important dignity, and unbending pompousness for the eager, attacking methods that gets the bacon.

No wonder he slips. No wonder the aggressive youngsters outpoint his greater experience, if he makes no intelligent application of that experience.

They are just the eager young huskies passing the knockout to the jaw of the champion, who has softened too much in ease.

For in no business does success pay so definitely on the basis of effort, and application, as in salesmanship. In no business does it more quickly punish lagging energy with loss of prestige, position and profits.

Rest is rust.

That is a law.

No man cheats it.

On the Other Side of the Rio Grande



MEXICO, despite its rebels and revolutions, still holds interest for the visitor. Dealer Willis of the Willis-Chaney Co., of Waco, Texas, recently ran down there in his Essex. In the trip from Waco to the border, 381 miles, the distance was covered in one day and the route was over all kinds of roads, across pastures with numerous gates to open and close, through rivers and creeks. Aside from this further reassurance of the staying powers of the Essex, the two old characters inset in the photograph above were discovered. Poncho is shown at the left. When he was young the doctor said mescal would kill him, but he didn't say when. Poncho has always had his allotment and he's 92. The veteran at the right is Old Joe, guide and keeper of law and order at Las Vegas.

Hudson Goes Over Mountain When Others Fail

Charles Cohn, auditor of the Michigan Manufacturer and Financial Record, Detroit, with one man and considerable baggage, just returned from a round trip from Birmingham, Michigan to Atlanta, Ga., in his Hudson 4-Passenger. He covered 2,103 miles, using 123 gallons of gasoline, and 6 gallons of oil.

The roads through Kentucky were very muddy, it having rained 45 days in succession. From Bowling Green, Kentucky, to Franklin, Kentucky, a distance of 72 miles, the run was made over cobblestones, all the dirt having been washed out by the rain. He drove 11 hours at one time and covered but 32 miles. The crowning feature was the run up Mt. Vernon, Kentucky, just north of Jellicoe. They arrived at the crest of this mountain

and the men at the top asked them where they came from, informing them they were the first to drive a machine over the mountain this season, that all other machines had to be hauled over by mules.

Contributions! Please!

Everyone must be back from their vacations by now. Contributions to *The Triangle* should resume their steady flow. There are a lot out on the firing line that we haven't heard from lately.

Maude Muller Would Have Liked an Essex



IN Grand Island, Nebraska, an Essex roadster furnished the power for stacking the season's hay crop. It didn't take long to remove a load this way and so again the automobile justifies itself as the right hand man for the farmer.

A Super-Six Motor is Taken from Fire Ruins and Performs Wonders

THE story of how a Hudson literally went through fire and water and came out of retirement after reposing three years in a junk heap, is interestingly told in a communication received recently from Frank C. Teck, advertising manager of The Daily Washington, published at Hoquiam, Wash.

"Burned to a state of apparent uselessness in a fire near Cosmopolis about three years ago, and after that remaining for more than two years as part of a lot of discarded scrap, the charred remains of a 1916 model Hudson Super-Six motor have been ingeniously converted into one of the most powerful and effective logging engines now in use in Grays Harbor county, according to men who have been in touch with the experiment and have witnessed the operation of the transformed motor.

"The Hudson car which was destroyed by fire and of which the present Hamblen-Wolf logging motor is the net remains, was operated a full year as a public stage over the Aberdeen-Tacoma route, in which it had already covered 55,000 miles. More than two years after the fire, Mr. Hamblen gained possession of the supposed junk. He decided it could be resuscitated.

"Hamblen geared the 76-horsepower auto motor and increased its pulling power 64 to 1. The result is that the old rejuvenated motor whisks logs out of the woods as though they were chop-sticks, and without waiting for the construction of any kind of skid roads. It is capable of toying with a log 12 feet thick and 40 feet long, and brush seems no obstacle in the progress of the hurtling giant. Mr. Wolf says he saw the rig pull big logs through the uncut undergrowth at a pace faster than a man can run.

"Indeed, the transformed motor, which is hitched up with the regulation drums and cables a la donkey engine outfit, was at first too much for the ordinary logging shafts and lines. Twice it broke the three and one-half-inch cold rolled steel shafting of the drums, which has since been replaced by four-inch chrome-nickel steel shafting. The strain was so much greater than was anticipated by the loggers that the usual pulling cable was rent in twain early in the game, and the clutch shattered. Now the outfit seems to be working smoothly with a seven-eighths-inch yellow strand steel cable and a seven-inch cast-iron clutch.

"It is an economic success, too, doing fully as much work as any donkey engine, reducing the men required to one—to operate the motor—whereas the donkey needs a wood sawyer and a fireman, at least. The cost of wood burned by a donkey is at least as great as the cost of gas for the motor, so it is reported."

Auctions Off Used Cars

Buyers from many sections of the state of Georgia attended an auction sale of rebuilt automobiles held by the J. W. Goldsmith, Jr.-Grant Co., Atlanta distributors. The cars were sold to the highest bidders and every one of the 32 listed was sold during the day. Every automobile included in the sale was guaranteed by the company as overhauled and rebuilt in their own shops. Regular credit terms were made with local buyers. The sale was advertised by an eight page booklet carrying descriptions of each automobile to be auctioned off.

THE HUDSON TRIANGLE

Women As Deciding Factors in Motor Car Buying

THE women of the family decide the purchase of three out of every four automobiles sold in my territory, but even so the men are not henpecked," said a California Essex dealer.

"It is the American family equality which has come so rapidly to the fore in the west. To the practical young or old business man, the highest consideration in the choice of an automobile is that of mechanical perfection. Accordingly he narrows his choice to two or three automobiles which he believes to be mechanically right. Almost invariably the wife is then brought into the prospective purchase by reason of her good judgment relative to beauty, comfort and convenience."

"This has been one of the greatest factors in the popularity of the Essex. Women like beauty in connection with a car, and more thoroughly appreciate beauty when it is achieved in a simple manner. This is one of the points which has resulted in much of the fame achieved by the Essex, for the simplicity of its lines are worthy of the attention they have received.

"Then, inasmuch as many women now-a-days drive the cars their men folks purchase, the notable ease of operation of the Essex is of great importance to the women of the family. The wonderful flexibility and power of the motor eliminates most of the necessity for shifting gears, even on the steepest hills or in the most congested traffic. Any shifting required, however, may be accomplished without any effort whatever.

"The roominess of the car is another feature that instantly appeals to women. Thousands of women are driving Essex cars today because of its ease of control, comfort and reliability.

"A woman's judgment in selecting an automobile—one in which she will be proud to ride and can drive herself—is usually sound, and the head of the house is wise in seeking her advice."

This From An Aviator

On the front page of the Twin City Sentinel, Winston-Salem, N. C., there appears a lengthy article on the starting of an aerial mail service. Lieut. Turner is quoted as follows:

"When we asked Lindsey Fishel (Hudson and Essex distributor) for the use of an Essex car to run out and back between the city and Maynard field, he turned over for our use a brand new machine. We always get an Essex, if possible, because we want to know that we are going to be on time."

Across the Gobi Desert in a Hudson



AN old-world caravan route, north from Peking, China, over mountains, past the ancient wall of China, across the 700-mile desert of Gobi and through the foothills of the eastern Altai mountains, or down the Selenga river to Verkhne-Udinsk is the only comparatively free way into Siberia and Russia from the Far East.

It is a route not travelled frequently by motor car and according to The China-American Trading Co. Inc., Hudson dealers at Peking, it is impossible to find a more difficult test for a motor car in China than over this route. Needless to say the trip made in a Hudson and told of here by A. Nalozemoff, managing director of the Lenskoie Gold Mining Co., has done a great deal to stimulate interest in the Hudson in far away China.

"You will probably be interested to know," writes Mr. Nalozemoff, "that the Hudson Super-Six recently purchased from you made a very successful trip from Kalgan across the Gobi Desert to Urga and Kiakta and back again, arriving back in Kalgan in good order and condition and apparently none the worse for the difficult journey of nearly two thousand miles.

"The car carried a load of five persons with a large quantity of luggage and spare parts, in addition to several cases of benzine; at times as many as five spare cases were on the car.

"The road is very diverse in character, at times following an old river bed, shingly and boulder strewn, rocky, hilly and even mountainous, the long flat stretches of the desert, long patches of loose sand, stretches of swamp, whilst between these there are places where the surface is almost perfect and extending for long distances in undulating slopes. Over

these latter the car at times attained a speed of sixty miles an hour.

"Excluding some days spent in Urga the run from Kalgan to Kiakta occupied four days, including all stops, camping at night, holdups in the bad places and crossing rivers. The distance is approximately a thousand miles and this time has probably not been bettered on this road.

"We can certainly say that the car has staying power and can put up with a large amount of rough usage. This latter it had in plenty, but in spite of that arrived at Kalgan showing little sign of wear or tear.

"Such a trip could only be accomplished with a good car and a good driver, and we were fortunate in that we had both."

The bureau of mines is preparing to divulge to oil men of the country a secret process by which they will be enabled to save each year 300,000,000 gallons of gasoline which is lost through evaporation. This saving, it is estimated, would be sufficient to keep 1,200,000 automobiles in commission a year and would represent a saving of at least \$75,000,000.

The Hudson Super-Six Stands First Among Fine Cars in Chile



They do not hesitate to go anywhere with a Hudson in Chile. For a number of years now the Hudson has held a high place in the South American country and these two photographs from

Graham, Rowe & Co., at Santiago, show the diversified uses to which the car is put. At the left—a Hudson fording the Bio Bio river. Above—a fleet of Super-Six ambulances at Santiago.

Motor Car and Airplane Compared as Mail Carriers

(From San Francisco Examiner.)
By Chris. J. Helin

WITHOUT regard to geographical location the American public recently focused its attention on the flight of the first transcontinental United States mail airplane. It was realized when the plane successfully traversed the higher air paths and landed in this city with its load of mail that the event was epochal and perhaps marked the inauguration of a service which before long would prove indispensable in the busy life of the country.

This plane, a huge De Havilland Four, with twelve cylinders, left Mineola, L. I., at 6:41 a. m. Wednesday, September 8, and arrived in San Francisco at 2:23 p. m. Saturday, September 11. The time it required for the flight was four days, seven hours and forty-two minutes.

Yet only a few days previously an Essex car, also carrying the United States mail, crossed the continent in four days, fourteen hours and forty-three minutes—only seven hours and one minute longer than the time required by the Government airplane!

The Essex is only a four-cylinder car, with a motor length over all of only twenty-nine and one-half inches. When the fact is considered that 12-cylinder De Havilland passed through the upper strata of the air, encountering virtually no obstacles, while the four-cylinder Essex encountered the roughest roads for stretches of hundreds of miles, desert sand, high mountains, tortuous grades, long gumbo stretches and various other obstacles to speed and never once exceeded the legal limits for traffic in scores of cities, the magnitude of its wonderful feat becomes apparent.

Moreover, the fact should also be taken into consideration that the big airplane traveled virtually in a straight line for the entire distance, while the route of the Essex was much longer. And then, when it is remembered that not only one but four Essex cars, two traveling eastward and two westward, made the trip, that all four broke the previous transcontinental speed record, and that their average time was only a little more than four days and twenty-one hours, the praise which the little car really deserves will unquestionably be forthcoming.

There is an Essex car now in Des Moines for every 1800 persons.

By way of appreciation, the carmen of Des Moines presented their attorney with a new Hudson Super-Six.

Oakland Runs a Great Economy Test



UNDER official supervision of Maj. N. P. Vulte, officer in charge of the U. S. Marines, San Francisco district, who personally filled the tanks and attached the seals, four Essex cars rang up a total of 1647.53 miles, or an average of 411.88 miles to the car, or 35.05 miles to the gallon, in an economy test recently conducted by Hamlin & Boqua, the Essex dealers of Oakland, California, in co-operation with Harold L. Arnold, northern California distributor.

The course was 20.8 miles long, between High street, Oakland, and A street, Hayward, over two virtually parallel roads, East Fourteenth street and Foothill boulevard.

One of the cars participating was the famous "SX Arrow," with which two Los Angeles girls made a momentous trip into the Devil's Punch Bowl after crossing the wastes of the Mojave desert north of Old Baldy in southern California. This car has traveled more than 34,000 miles and seen the hardest kind of service. The other three cars were a roadster and two touring models, with a mileage ranging from more than 7,000 to more than 14,000.

"In these days of high-priced gasoline the record of these cars is significant," wrote Major Vulte in his official report to the Major General Commandant of the Marine



Corps at Washington, D. C. Each of the tanks was emptied and exactly 11¾ gallons of gasoline flowed in before the tanks were sealed. A Sergeant of Marines accompanied each car from start to finish, taking the speedometer reading before the car was thrown in gear ready for 'Go' and when it stopped after the last drop of gasoline had been exhausted.

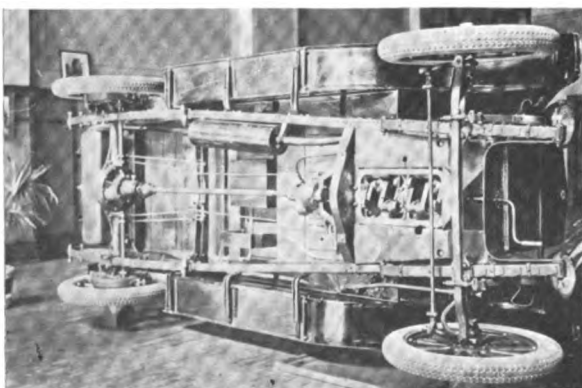
"The Foothill boulevard is hilly and a stiff wind blew most of the time. For two hours the first night a heavy rain fell and the cars lost a good deal of gasoline skidding, particularly on the hills. Only one driver, I understand, could be rated as an expert, the others being of about the same type as is usually seen at the wheel of an automobile.

"The cars were stopped and started—starting uses gas, too—about five times in 24 hours, for various purposes, principally to enable drivers and observers to eat. Not a drop of water, my men report, was put in a radiator nor a drop of oil in a crankcase during the run. No mechanical trouble arose with any of the cars. When the rather trying conditions are considered I deem the performance of these cars really remarkable."

The first car was officially started by Maj. Vulte at 1:33 P. M. Monday, October 4th, and the others in succession at intervals of two minutes, two traveling along East Fourteenth street and back on the Foothill boulevard and the other two in the opposite direction.

One car was emptied of gasoline about 8 P. M. Tuesday, October 5th, and the last one was checked off by the Marine observer shortly after 8 A. M. Wednesday, October 6th. In two instances relief drivers were supplied after the wheelmen who started had been in their seats about twenty-eight hours. The four official observers stuck to their posts in every instance from start to finish.

Salt Lake Shows Them All Sides of the Essex



THE Botterill Automobile Co., Salt Lake City, believe in letting the Essex be seen from all angles. So that everyone could have this opportunity, they turned an Essex over on its side in their show room window with the oil pan removed from the crank case as shown above. It attracted so much attention that Ogden tried it out, and sold a car as the result. At the Boise State Fair the display held people at the Essex booth when others were deserted.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, OCTOBER 30, 1920

NUMBER 50

Future of the Automobile Industry Assured

This Article, by Paul Clay, Appeared in Forbes Magazine, October 16, and is Reprinted Here by Their Permission. It Contains Some Very Interesting Data on the Future of the Automobile Industry.

THE motor companies are just now producing from 10 to 20 per cent. below capacity; one or two weak motor concerns have gone into receivers' hands; a small amount of help has been laid off by the Michigan and Ohio plants; and in consequence of the dullness of motor production, the rubber business is dead, so that Akron, Ohio, the great rubber city, is suffering real depression for the first time in many years. Hence the bears in Wall Street have circulated a great deal of pessimistic talk, and some of the motor stocks that were inflated are selling off.

But is there any real cause for pessimism as to the future of the industry?

One ought to let the statistical records answer the question. Opinions drawn from mere abstract reasoning are as worthless as the thin air they are made of.

Let us notice first the persistent increase in the popularity of motor vehicles, and the steady gain in the output of them; and then by comparing these items with population and wealth, see what is indicated for the future. It is the actual record that should do the talking.

Year	Cars in Use Dec. 31	Yearly Increase	Annual Production	Vehicles Exported
1919.....	7,523,664	1,434,909	1,974,016	83,454
1918.....	6,146,617	1,004,175	1,153,638	47,244
1917.....	4,941,276	1,139,324	1,869,584	80,245
1916.....	3,544,952	1,121,164	1,583,617	80,843
1915.....	2,423,788	669,218	892,618	63,951
1914.....	1,754,570	501,536	573,114	25,765
1913.....	1,253,034	243,521	433,400	26,889

Production in 1919 established a new high record; and except in years of depression like the present one, it will probably keep on establishing new high records most of the time for a decade or two.

50,000 Miles of Good Roads Annually

More and more good roads are steadily increasing the scope of the motor car. In 1916 the 35 states making reports spent \$92,165,139 for roads; but in 1919 38 states making reports had authorized road bonds to the aggregate amount of \$635,686,729. The Federal government in 1919 voted aid for road building to the amount of \$194,795,453. During the year the improved surface of the

"In brief, the actual, definite traceable indications are that the motor companies of the United States will permanently need all of their present producing capacity, and a little more. This, too, is upon the assumptions that the "saturation point" will be practically reached in ten years and that the number of new users of motor vehicles in the United States will steadily diminish in the meantime.

"It is the immense and certain replacement demand that will make the big motor business of the future. To take care of replacements alone our motor companies about ten years from now will have to produce roughly 2,000,000 motor vehicles per annum, which is more than they ever yet produced in their greatest boom year."

transcontinental Lincoln Highway was increased from 2,161 miles to 2,421, a gain of 17 per cent. At the end of 1915 the reporting states showed 233,153 miles of improved roads, but at the end of 1916 the reporting states, which were larger in number, showed 324,798 miles.

We probably have in this country not less than 500,000 miles of improved roads now, and this number for some years should increase at the rate of at least 50,000 miles annually.

Furthermore, the "saturation point," regarding which there has been much discussion, is undoubtedly a long way off. By this phrase is meant the point at which the entire potential market is saturated with

automobiles, and beyond which automobile sales will increase only in proportion to population. But of the 8,000,000 motor vehicles now in use in the United States, approximately 2,000,000 are in use for business purposes mainly or solely. This leaves only 6,000,000 "pleasure cars."

Millions Yet to Buy Cars

We now have in this country 22,000,000 families with an average annual income of about \$2,550 each. Of these families 16,000,000 are without automobiles, and yet even factory labor in New York State is now drawing average wages of \$1,200 per annum. Probably not less than one-third of all the cars in service were bought second-hand by their present owners, and second-hand light cars can be bought in almost unlimited numbers at \$300 to \$500 each. The distances run by cars owned by families of moderate or small means are down around 1,500 to 2,000 miles per annum, and the average cost per mile including everything, is in many instances as low as 6 or 8 cents. It follows that light cars bought second-hand can be purchased and run one year at an aggregate cost of only \$390 to \$660.

Three-quarters of all the families in the United States could own and operate automobiles if they wanted to. The means are not lacking. To figure that 9,000,000 families out of our 22,000,000 will ultimately own cars appears conservative. Even should motoring become less of a craze, still with many classes, such as our 6,500,000 agricultural families, the automobile is so convenient and

(Continued on Page 4, Col. 1)

THE HUDSON TRIANGLE

"The Trail of the Arrow" Brings Thrills to Winston-Salem



FROM many parts of the country reports are coming in, telling of the good work that is being done by "The Trail of the Arrow." Everywhere the film is creating all the interest its advance agents promised for it. It is more than living up to expectations.

In Winston-Salem, N. C., it has been exhibited by The Motor Company in two local theaters, with splendid results. An Essex placed in front of the theaters, so that patrons and passersby might examine the leading character in the feature play, created further interest. Now the film is being shown about the territory.

Guy L. Smith, of Omaha, has just completed a 12 weeks advertising and exhibition campaign with the film. He was one of the first to receive a film this summer. He has made use of it in such a great variety of ways that we reproduce here his letter, for the benefit of others. It has many valuable suggestions:

"The film was shown first in our showrooms for three consecutive weeks, immediately following Essex week, and very large crowds were attracted at every showing. As many as three showings were given in a single night.

"We purchased our own projecting machine and immediately following our own show here the film was sent into the territory and was shown in every town where we have a dealer and in quite a number of towns where we are anxious to secure dealership connections. We even made showings in towns without electric light stations by using automobile batteries to supply the current for the light.

"The picture was shown in showrooms, in garages, on bill-boards, in public parks, county fairs, and many picture theatres were used to display the film to advantage. In fact, "The Trail of the Arrow" was shown in as many places as possible and under all possible conditions.

"Great interest was shown wherever the picture was on exhibition and even in several chautauquas our picture was the main fea-

ture. At one of our dealer's points the picture was shown in the town square and our dealer attracted a crowd every night by the use of a brass band. Practically everybody in this town saw the picture several times.

"We used newspaper advertising in the larger towns and hand bills in the smaller towns, and taking it as a whole, with the crowd attracted and the interest shown by the public, we can easily anticipate a great benefit in the way of sales.

"We have had a number of requests from dealers to have a return engagement, and these will be taken care of immediately.

"I think, with our National Advertising campaign, the Essex transcontinental mail car and "The Trail of the Arrow," the Essex is very favorably known in every community in our territory and is now the object of conversation in many places that have never seen the Essex car.

"Our dealership organization were all very highly pleased with the results they obtained, and in several places direct sales were the result of the showing of this picture.

"This picture has hardly missed a day in the past two and one-half months and I feel certain that a great deal of benefit is going to be derived in the future, as there now is a good impression of the Essex car in all sections where the picture has been shown."

Announcing—Mr. Stork

CLAUDON MOTOR MART

MR. AND MRS. N. J. CLAUDON
SOLE PROPS

ANNOUNCE

LIFE CONTRACT WITH

"HUDSON TWINS"

N. J. CLAUDON JUNIOR

MARILYNN JEAN CLAUDON

TWO BRAND NEW

RAPID FIRE 1921 SALESMEN

ARRIVED

ST. ANTHONY HOSPITAL CHICAGO

SEPTEMBER 27, 1920

64 1/2 STERLING

6 1/2 STERLING

BY DR. GEO. P. MILLER
CHAUFFEUR IN CHARGE

MRS. CASSIDY
NURSE MECHANICIAN

Here is how the Hudson dealer at Fairport, Ill., chronicled the arrival of a double addition to his family circle.

Uses Hudson for Truck and Here is His Record

"I HAVE observed," writes John S. Jessup, Goshen, N. Y., to Howard Rockefeller, Hudson and Essex dealer at Middletown, New York, concerning the second Hudson phaeton he has owned, "that new buyers of automobiles often ask the dealer how many miles per gallon of gas the car will run, and I thought you might be interested in a run I made yesterday with the new Hudson.

"The distance covered was fifty-six miles from my place to Hamburg, N. J., and return. I used three gallons and one quart of gasoline, and one pint and one gill of oil. You will notice this is better than eighteen miles to the gallon of gas. I carried a load of 850 lbs. of wheat and including myself making a total load of 1013 lbs. This is nearly all dirt roads and many steep hills, on which I used both low and second speed.

The distance going was 26 miles—time 2 hours and 10 minutes. Coming home with a load of flour I tried a different road and the distance was thirty miles, and the time 2 hours and 15 minutes. Some drivers no doubt would have made much better time, but when I use my car for truck purposes I drive only at truck speed. The extra amount of low gear work of course used more oil than usual. A dead load of 1000 lbs. is much harder on a car and tires than the same weight of passengers. Therefore it paid me to run slow. The engine ran beautifully; never had to stop for water or anything."

52,000 Miles—He Won't Sell It

In the fall of 1916 F. W. Potter, of Springfield, Mass., purchased his first Hudson—a phaeton. He had bought eleven cars before this one, but says he never really owned one before. "And," quoting Owner Potter, "today it is as good a car in every way. Makes 15 miles per gallon on gas. Is as quiet as a mouse, And climb! Well a ride would demonstrate that I am not overestimating one thing. Always ready, always willing and reliable. Never think of my car not being ready for service. Repairs Nil."

A Bankers' Viewpoint

"The automobile is important not only as a factor in the necessary transportation facilities of the country, but as a contributor to one of the largest of our industries and a promoter of happiness and morals. Next to the church, there is no factor in American life that does so much for the morals of the public as does the automobile." Such is the viewpoint expressed by E. C. Stokes, former governor of New Jersey and now president of the Mechanics' National Bank of Trenton, N. J.

An Essex Wins Southeastern Derby

An Essex driven by Louis Disbrow won the Southeastern Derby at Atlanta, Ga., before a crowd of 25,000 spectators. Sig. Haugdahl, with an Essex, won the Atlantic Sweepstakes in the second day's racing at the Atlanta Fair and the Essex won in two other class events.

Johnny Rainey, in an Essex, lowered the state half-mile track at Meridian, Miss., for the one mile. He also finished first in three events entered.

English Experts Express Admiration for Essex

Tributes to this Staunch American Built Car from a Race who are Internationally Known for their Reticence and—Most Important of All—the Stamp of Approval by Such an Authority as S. F. Edge.

THERE are several very important motor journals published in the British Isles and they review motor cars from unbiased and quite exacting view-points. It is interesting to note the attitude their writers take when a new American car is introduced.

The Essex, of course, has been in their market for over a year, but in keeping with their traditions they have refrained from commenting on it, except to chronicle in their news columns the many victories it has won on

their various speedways and in famous hill climbs.

Now, suddenly, as if the Essex had asserted its right to be criticized, we begin to read things about it. The most important story of recent date is that by S. F. Edge, the noted British authority on motor cars. You will probably recall the name in connection with the Hudson 24-hour run, for it was Edge's record that the Hudson shattered. Mr. Edge, writing in *The Autocar*, a very prominent trade journal, pays great tribute to the Essex. He says:

"Another of the five cars I used during the last few weeks was one I cannot help mentioning, the four-cylindred Essex, with an R. A. C. rating of 18.4 h. p. It is an American production, with absolutely the brightest, liveliest little engine I have ever found in an American car; in fact, this motor might really have had a Coatalen or a Pomeroy as its sponsor. Quite outside the engine's merits, however, the whole car is good, pleasant to use, and striking. The steering is light and easy; the springing is good; the brakes are good; in fact, everything to do with its driving is most satisfactory. The price charged too, is very reasonable for what is given, by comparison with the prices of other cars.

"The ability of the Essex to climb hills on top-speed, and yet give one a comfortable 45 miles per hour with four people up, is unequalled in my experience of four-cylindred cars of the same engine-dimensions. It is really surprising that one can still fall across such good cars, quite unexpectedly. I heard of the Essex through a friend who often tells me of swans which turn out to be geese; but I ignore his exaggerations, because there is generally at least one swan-like attribute about anything he commends, and I like enthusiasm, even when it is not altogether disinterested. But in this case my friend had certainly not overstated the facts, and I was most intrigued to find an American "four" of such flexibility, liveliness and substance, notwithstanding its quite moderate all-on weight.

"The next day I had a good long trip on a British-built car of about the same seating-capacity, but with a slightly larger engine. Although in some matters the British car's design was the better (or perhaps I can more justly say the better in my eyes), its road-performance was not to be compared. In hill-climbing, for instance, the home-built car was always a speed (or gear combination) inferior to the Essex. To pick-up after slackening of speed one simply had to change-down, whereas the Essex was still quite happy on its top-speed."

Another Britisher's Opinion

In the September 30th issue of "The Auto"—a London motor paper—there appears a very interesting and lengthy story on the Essex, written by a motor-wise Englishman under the initials "E. N. D."

"Like all old stagers, I am constantly changing my politics, so to speak, in the matter of car-nationality. One time and another, after a few hundred miles on a newly-met car, I have mentally decided that England, or France, or Germany, or Belgium, or Switzerland must after all, be given the credit of turning out the nicest car I have tried. The cars have been—over a period of 16 or 17 years—one, two, three, four, six and eight-cylindred. There have been gems of each type of design, and of each country's fabrication, so that I can say this without

bringing tears to the eyes of anybody—from the Marquis De Dion in the one-cylindred category to Mr. Sydney Guy among the "eights." . . .

"I have seldom felt wildly enthusiastic about American cars, because those I have tested have so often been very nice cars which might have been much nicer cars if another ten pounds, or fifty pounds, had been spent upon their production. But during a short holiday taken recently, I chanced upon the 18.4 h. p. four-cylindred Essex, and to warn off at once those who do not like enthusiasm I may say that, judged by the sample I borrowed for a day during August last, this Essex is a magnificent four-cylindred car, would be that at any price, and is a colossal revelation of the value Americans can offer at its price of £740.

With the pound sterling at, roughly, 3 dollars 50 cents, as I believe it is, this is a remarkable figure. Look around the British market, seeing what (except for the Austin) one can buy for less than £740, of equal power (as distinct from mere engine-size) and "turn-out" (by which I mean workmanship), and the marvel becomes the more profound. I am not going to say that the Essex is the best value existent, because there are many comparatively new cars most of us have yet to try. But I don't know anything like it. . . .

"The doors shut without the aid of a rail-

This from *The Car*, Still Another London Magazine

I REFER to the remarkable achievement of a stock model Essex touring car in crossing the American continent from San Francisco to New York in 4 days, 14 hours, and 43 minutes. A fifty-pound sack of mail, brought by specially sworn deputies, is Uncle Sam's stamp of almost official authenticity.

The route of 3,347 miles was covered in about 110 hours by the staunch little car, whose record shatters the previous fast time of the Hudson—its big brother—made four years ago and slower by thirteen hours. Not—I think—even the rigorous tests of Africa could inflict more punishment on an automobile than this non-stop run. There are runs through arid desert country with long stretches of sandy waste and sagebrush; mountain climbs where the roads are just notches that God might have whittled, and drops of thousands of feet to stony valleys; dirt roads that a sudden shower converts into three feet of mud. I know these roads. I've broken springs and tires and commandments on them, and I know whereof I speak when I say that it's not merely a record—it's a miracle.

way-porter, and open at the lightest pressure on the (plainly seen, and obviously used) outside T-handles. The body, as a whole, is excellent. If America will not mind my saying so, it might be an English body, and a good-grade pre-War English body at that. . .

"This, I think, about exhausts what I noticed, because all but an hour of the time the Essex was in my charge I was on the move, and during that odd hour I was kept so busy agreeing with one of my passengers (a very experienced test-rider, with the exactingness born of experience) that it really was a most unusual car, and that there must be a crab somewhere, if only we could find it. We searched high and low; in, out and round about. But to no avail. . . .

"Now to the car's behaviour. That loaned to me by Messrs. Shaw and Kilburn, Ltd., was a new specimen, whose speedometer showed about 70 miles' total running when I took it away from Wardour Street. . . .

"Emerging from Wardour Street on to a real road, I found that the engine leapt into revs. admirably, without any hesitation or stagger and de-celerated with equal smoothness. Except for a minute's halt at Hyde Park Corner, I ran to the outskirts of London without getting off the direct-driven third speed. The foot-brakes acted like chamois-leather on polished steel; the hand-brake lever was well within reach. The steering was "new," but pleasantly light and sure, and self-correcting to just the right degree.

"Collecting a freight of three matrons and a couple of youngsters, I set out after lunch, not bound anywhere in particular. The idea was merely to give the crew an airing, and get a couple of photographs. But when we had got past Esher, it was so evident that the Essex was a very special sort of American that my wife asked me if Hindhead would be too far to go for tea. I guessed not, and we went to Hindhead. Every mile we went I liked the Essex more and more. . . .

"Engine, suspension, steering, body-comfort, position of control-devices (the location and construction of the accelerator pedal are especially noteworthy), were alike faultless. In fact, it was impossible to believe that all this satisfaction of performance was purchasable at £740, and that the car had still to run its 250th mile. Value-comparisons have no place here. This Essex may have been a very fortunately-chosen specimen (though certainly new, and equally certainly not the "demonstrator" used to sell Essex cars). But I do not remember at any time, and certainly not in the past six years, driving a more comfortable, delightful, efficient motor-car of four-cylindred type, at any price, than this.

"One can only guess at its endurance, of course. But it looks to be so really and truly built, right through, that I am sure the stuff will be worthy of the design and the workmanship. Given that, it is today one of the most remarkable examples of value for money the whole world of car-producing countries can offer, in the London market."

Future of the Automobile Industry Assured

Continued from Page 1.

useful that it is bound to become more and more popular, regardless of any style or fad. Of course, the number of new users of automobiles, meaning those who never had a car before, will finally become smaller and smaller; but on the other hand the number of cars required to replace worn out vehicles is bound to grow so fast as to be more than an offset.

The fact is that even if the "saturation point" in the United States for pleasure cars were absolutely known to be represented by 9,000,000 families, it would still follow that in about ten years we should require an average annual car and truck output of something like 2,350,000 vehicles, as compared with the high record thus far of only 1,974,016.

Life of Car Now Longer

Nor is this large indicated future requirement due in any great degree to the export business. In 1919 we exported only 83,454 cars and trucks against 63,951 in 1915, so that the increase is only about 5,000 cars per annum. The big gain in future production is bound to come from the scrapping of worn out cars. The life of the average car is often figured at three to five years; but as automobiles have gone into the hands of those of smaller and smaller means, the average annual mileages run have greatly diminished, and the average life of cars measured in years has correspondingly increased.

The smallness of the number of cars scrapped in the typical year shows that the life of the average car is eight years or more. In 1919, for example, we produced in the United States 1,974,016 cars and trucks, whereas the gain in registration during the year ended December 31 was only 1,434,909. Of the remaining 539,107, exports represented 83,454, so that the balance of 455,653 doubtless represented the numbers of cars and trucks worn out and scrapped.

Effect on Production

But this 455,653 motor vehicles was equivalent to only 7 per cent. of the average number in service for the year; so that if one took 1919 as a guide, he would have to reason that since only 7 per cent per annum are worn out, the life of the average car is 14 years. However, the scrapping in some other years has run as high as 13, 14 or 15 per cent.; and taking our recent experience as a whole, it indicates an average, life of about eight years.

It is surprising what this means as to future production. On June 30, according to the registration of the



Old White Wheeled Essex Climbs Town Hill, Shrewsbury On High Gear

DRIVEN BY E. W. WILLIAMS

This famous old car has been run continuously since last December.

It bucked through last winter's snow drifts after all other cars had quit.

It has been driven twice to the summit of Mount Mansfield, four times to the top of Smuggler's Notch.

Three times it has been driven from Bethel to Rutland on high gear through Gifford Road.

On a demonstration it was driven from Pittsford to Middlebury on one gallon of gasoline, twenty five miles.

The Essex registers at 18 horsepower. Its price is \$1595, f. o. b. Fact.

On Friday afternoon the White Wheeled Essex, being obliged to start at a standstill at the Brooks place because of the broken bridge, climbed Town Hill in Shrewsbury FIVE TIMES ON HIGH GEAR before the following witnesses:

ERNEST ALDRICH MRS. WILLARD SMITH A. W. NEWTON
WILLARD SMITH MR. FRANK RUSSELL

Power, Speed, Riding Qualities and Freedom from Repairs equal to the most expensive, the Economy of Gasoline, Oil and Tires of the smallest, lightest and most economical, and a Rugged Sturdiness all its own unequalled by anything in the world.

THE ESSEX, THE FINEST SMALL CAR IN THE WORLD, IS SURELY
THE CAR YOU WANT

GLOVER & BRAGG

Rutland County Distributors

THE advertisement above tells the finish of the story. Here is how it happened: Some time ago the public's attention in Rutland, Vt., was called to a certain hill known as "Town Hill" in Shrewsbury, near Rutland, by the dealer. A new model—it's a larger and costlier car than the Essex) was in Rutland with some traveling representatives of the Boston Distributor. This car, after many attempts, did finally climb the hill once on high gear, but the car left town and the dealer at Rutland hasn't been able to get another car up on high. So the White Wheeled Essex, now as well known in Vermont as the Green Mountain Boys are out of the state, went up to Rutland from Bennington and the above advertisement is the result.

various states, there were 7,904,271 cars and trucks in use in the United States. Upon the basis of an eight year life, these will have to be replaced by 1928. Besides this, even if the number of users of motor vehicles steadily and persistently diminishes every year in the meantime, it is roughly indicated by the meagre available figures, upon the assumption that the present trend of developments continues, that in 1928 some-

thing like 175,000 commercial cars should be sold to business houses that never used them before, and about 80,000 passenger cars to families that never had them before. Allowing also for an export demand of 125,000 vehicles, we have here a total of 360,000. Adding this to those motor vehicles now in service which are due to be scrapped and replaced in 1928, we have a total indicated demand of about 2,022,000 motor vehicles.

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 6, 1920

NUMBER 51

New York Sells 228 Cars in October

More Than in Any of the Preceding Three Months—And Here is How It Was Done

THE month of October marked a distinct return to better business for the New York territory, for in that time the Hudson Motor Car Co. of New York, Inc., and its branches reported sales of 228 cars. This is exclusive of wholesale sales to dealers and the dealers' retail sales. The secret of this selling revival is simple and practical. It is told in two short words—"More Men."

While other distributors along the row were accepting the theory that there were less prospects, Distributor Houpt reversed the motion and went into broader fields. New salesmen were added, so many at times it seemed as if they might stumble over each other if they all came into the salesroom at the same time. They combed Manhattan Island from the Battery to Van Cortlandt Park, and they got results, as the figures show.

It was just good old-fashioned effort that turned the trick. There wasn't anything spectacular about it. No brass bands, no parades or sleight-of-hand. Everybody was just on the job and wide awake. July and August, and even September, when so many things were happening, were good months, but as October dawned, with its dismal forecasts and the newspapers spreading their tales of lower prices, creating an atmosphere against buying, New York saw that unless they shook off the lethargy they, too, would be swamped in the sea of gloom that was creeping up into the salesrooms of other dealers. And so every salesman went out to sell cars---to talk Hudson and Essex and not conditions. Went out with the firm and fixed idea that people wanted cars and would buy them, and the result was---the best selling month since last June.

What New York did, and what other Hudson and Essex distributors and dealers are doing, is conclusive, that the greatest factor in salesmanship, after all, reduced to the simplest definition, is WORK.

THE HUDSON TRIANGLE

"Look For the S-X Arrow"--and All Raleigh Is Doing It

THE residents of Raleigh, N. C., have all turned sleuths. Walk down any street and watch them. The young fellow ahead—what's he doing? Lifting automobile cushions, prying into top covers. Now he's down on his knees looking under the sidewalk. But he isn't the only one, there are a dozen repeating similar antics in the same block.

Calm yourself, stranger, those busy snooping citizens are only looking for S-X Arrows, and he or she who finds the largest number before Saturday night will be handed \$25 at Raleigh's leading motion picture theater, and other searchers, not such good hunters, will receive lesser cash prizes. Such is the week of activity planned for the good citizens of Raleigh by the Horton Motor Co., sellers of Hudson and Essex cars in that North Carolina city.

The unique method of presenting "The Trail of the Arrow" film that is being carried out by this dealer was told to Assistant Sales Manager Drummleppmann, who went through that territory recently. And from all accounts it is a stunt that could be used to good advantage elsewhere.

First the dealer secured the privilege to show the film in the leading theater. The date set, he had 300 miniature S-X arrows printed, and on Monday hid 50 of them. Most of them in places where they could be found without too much hardship. Tuesday another 50 were hidden, and the names and locations of the first 50 printed in the newspaper. Each day this will be repeated, and the person finding the largest number will

receive the prize at the theater Saturday night. Other prizes for second and third places will be given.

Imagine if you can what an interest the children will take in this hunt. Father and mother may not openly join. They will give counsel however and maybe after night-fall do a little detecting themselves. Of course everybody that hunted, and that means nearly all of Raleigh apparently, will jam into the theater to see the prize winner and to be shown "The Trail of the Arrow."

There isn't any doubt that Essex will be better known than ever after this week in that section of North Carolina. It's just another practical application of making the people "Watch the Essex."

Hudson Wins in Argentine

Down from the Argentine comes a report of how a Hudson captured first money in an exciting race in the city of Mendoza. The Super-Six owned by Messrs. Alberto Arizu and Latcia, and Messrs. Furlotti and Sons attained a speed of better than 92 miles per hour. The race took place on a main thoroughfare, the track being kept clear by the police. The Hudson finished well ahead of all competitors. It is estimated that over \$200,000 in bets changed hands on the race. The winner's purse was \$10,000.

As Long as It's Hudson or Essex It Will Get There

Little, Brown & Company, Boston, Mass., evidently know that "HUDSON BUILDS THE ESSEX." They wrote a letter addressed to Stuart P. Dobbs, Essex Bldg., Ogden, Utah. There is no "Essex Building" in Ogden, but there is a "Hudson Building," and so Mr. Dobbs received his letter without delay.

Essex Wins at Waco

Before the largest crowd that ever gathered at the Cotton Palace grounds in Waco, Texas, Essex cars carried off premier honors. Their record for the day was two firsts, a second and a third. Percy Willis, local dealer, added to the interest of the day by pulling off a special race between the winning Essex drivers for a cash purse.

"Here," Said the Kodak, is A Perfect Setting For The Super-Six



A wonderful car in a beautiful setting. The view shows the famous "Lonesome Pine" on the Sun County Gogebec Road, near Three Rivers, Michigan.

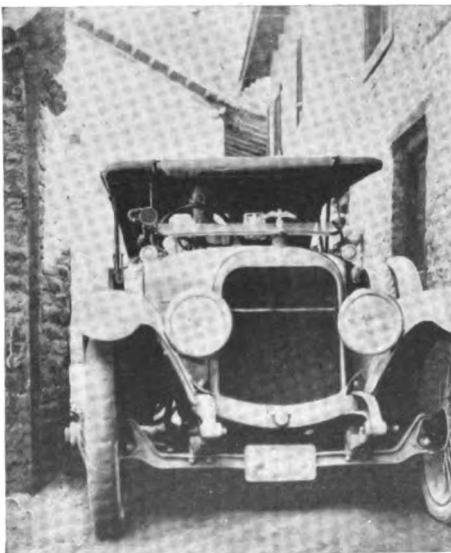
The tree is protected by an iron fence erected by the state. It is a favorite stopping place for tourists.

Boise Reports Nine Cars Sold in Five Days

No one can convince the King Motor Co., new dealers at Boise, Idaho, that business is not good. In a five-day period just passed L. W. King reports the sale of five Hudsons and three Essex cars. The Hudsons included a sedan, a 7-passenger phaeton, and three 4-passenger phaetons, while the Essex were all touring models. A used car was also sold for \$1500, making the total amount of business during the period—\$23,040.

"Shorty" Finnell, of the sales force, did his "bit" by delivering and receiving payment for two of the 4-passenger, the 7-passenger and the used car all in one day.

It's interesting to know that for almost two years Mr. King tried to get the Hudson franchise. He never stopped trying until he got it—now note his results.



That the sun never sets on the Super-Six is again borne out by the above picture. An English army officer found it among an old collection of photographs and sent it to the factory. He says:

"The picture shows my Hudson in one of the back streets of Spinagar, (Kashmir), India. I took the photo because the street entrance was so narrow that hubcaps just touched the mudbrick walls in passing through. The car took me two hotweathers in and out of Kashmir without a hitch. I wish to congratulate you on your car."

MAN must work—that is inevitable. But he may work grudgingly, or he may work gratefully; he may work as a man, or he may work as a slave. He cannot always choose his work but he can go about it in a cheerful, generous temper, and with an uplooking heart. There is no work so rude that he may not exalt it; there is no work so dull that he may not enliven it.

No one is so brilliantly endowed by nature that he does not have to study eagerly. The most successful men—merchants, manufacturers, or followers of the professions—are keen students. They are always checking up on what others are doing. No matter how near perfect you may think a plan or an idea is, someone, somewhere, will have in use something that you can profitably add to that plan. It may be the merest detail, but success is made up of details. And discovering the best details is only a matter of having the will to discover them.

—EDWARD A. FILENE, Filene Stores, Boston, Mass.

Are You Taking Full Advantage of This Great Essex Record?

BBETTER appreciation of just how wonderful a record the Essex made on its transcontinental journeys this summer comes to us when we read what others think about it. Here is an example: The Champion Ignition Co., of Flint, are proud to advertise the fact in numerous magazines that their product was used on all of the trips across America. Other parts makers who had built their units for Essex cars have also taken advantage of the record. Sometimes we overlook the importance of such an accomplishment as this, but we would keep it in mind whenever an Essex prospect is talked to. That is why Hudson has in its printed advertising constantly referred to its past achievements. The battle of Lexington and Concord is more an epoch in the lives of the young American today than it was in 1800. Records grow valuable with age. But don't let Hudson and Essex records get musty. Take them out and look at them often.

San Francisco to New York
4 days, 14 hours, 43 minutes
New York to San Francisco
4 days, 19 hours, 17 minutes
New York to Chicago
24 hours, 43 minutes, 50 seconds

These time statements and records are based on the fact that Essex cars are further evidence of the machine's dependability. The AC Plug that fires the engines of these cars were unflinchingly reliable in their service. In the two transcontinental runs of 4,000 miles each, every driving condition was encountered, yet the AC's functioned perfectly. They were equal to the exacting demands of high speed, mountain climbing and long, tortuous pulls through sand and mud. Like the manufacturers of the record setting Essex and other fine means of passenger cars that use AC Plugs as standard equipment, dealers who sell AC's can be sure that AC's will do all that is asked of them. AC's have proved this time and again in the most punishing tests. If you do not track the full AC line you are not getting from AC achievement, write today for dealer information.



One-Armed Hudson Owner Makes Transcontinental

With only one arm—and his left one at that—it takes a good deal of nerve to cross the country in a touring car, according to intimate friends of L. J. Casbon.

Mr. Casbon, however, says that it was not nerve, but confidence in his Hudson which led him to undertake a trip recently from South Bend, Indiana, to Los Angeles.

In speaking of the trip Mr. Casbon said,

"I found no trouble driving my Super-Six with one hand, because there is so little shifting of gears necessary, and that little can easily be done with my left hand or my foot.

"The roads, however, were anything but good when we came across. It had been raining steadily for two weeks just before we reached Iowa and the ruts were often hub deep.

"At Raton Pass and through New Mexico and Arizona we encountered some steep grades and rough driving but that car handles so easily I enjoyed the entire trip. I camped out all the way and made the run from Holbrook, Arizona, to Los Angeles in just two days."

Mr. Casbon has driven his Hudson 5346 miles including this cross country trip of 2946 miles and has never had an accident and has never been arrested. "I'm a one-arm driver all right," said Mr. Casbon, "but in a different sense of the word than is commonly accepted today. In South Bend I had the agency for another car, but when I sold out I bought the Super-Six to cross the country. Its easy, comfortable driving was the incentive. I didn't want to run any risks on such a trip."



Patrick Nunes is the proprietor of a garage in the Port of Spain, Island of Trinidad. He calls it the Hudson Super-Six garage because he is the owner of 12 Hudsons and 2 Essex, which we feel inclined to believe is a good and sufficient reason. Let others follow in his path.

Giant Arrow Points Way

Probably the largest arrow ever built features the corner of Seventh and Figueroa Sts., Los Angeles. This giant arrow is painted in orange and blue and can be seen half a mile away. It is 242 ft. long and 10 ft. wide and its location marks the point where Harold L. Arnold, Hudson and Essex distributor, is erecting his new salesroom and service building.

Courtesy should be the first requisite in any business.

You're Entitled to This Space, Mr. Peverill

"We have noted," says J. A. Peverill, of the Hudson-Jones Automobile Co., at Des Moines, Iowa, "that reference has been made to various points between which one of the Essex Transcontinental cars made better than the fastest train time and note that you have overlooked one."

"That was the time of westbound transcontinental car No. 2, from Des Moines to Council Bluffs. This car was driven from a point two miles east of Des Moines to Council Bluffs, a distance of 152 miles, in three hours thirty-six minutes; twelve miles of this were through the city of Des Moines; the car passed through twelve towns enroute; making nineteen railroad crossings; and, in this 152 miles there were 42 right angle turns and most of this distance is a continuation of steep hills.

"The train time between Des Moines and Council Bluffs on the fastest Rock Island train is 4 hours 10 minutes. The train makes but 4 stops between Des Moines and Omaha, and travels only 141 miles.

"This drive was made late Saturday afternoon into the setting sun, with the Saturday evening traffic on the roads. The glass had been previously broken from the shield, and between the glare of the sun and the almost continuous cloud of dust, it was next to impossible to see either the speedometer or watches, and the car was driven without knowledge of the time being made except that it was travelling well within its maximum possibilities.

"The writer wishes to be modest, but can scarcely refrain from remarking that it was he who drove the car, accompanied by George McConnell. When we stepped into the Western Union office at Omaha covered with dust and our faces streaked with perspiration, a lady attendant shouted 'My God, what has happened?' and promptly fainted."

Some Points About the Hudson and Essex Clutch

THE Hudson and Essex clutch is of the multiple disc, running in oil type. It has two sets of discs, both of steel, one set having cork inserts.

Its operation is based on the theory that there is a great deal of friction between cork and steel but that the former element is extremely soft. In consequence the Hudson and Essex clutch is very smooth in action, but once engaged very seldom slips.

The clutch itself is self-contained in an oil tight case, which is part of the flywheel.

All discs are made of steel stampings. One set being carefully flattened and machined, while the same number which comprise the other set have numerous holes in them, into which cork inserts are punched.

The corks are first soaked in water and then forced into the holes by a special machine. The corks prove highly efficient as they insure a smooth clutch, which does not jerk in getting under way or under a load.

The clutch spring is located in a hole bored in the end of the crankshaft and the pressure is transmitted to the clutch drum through a ball thrust bearing. This spring is carefully tested before it is assembled and properly set when the car leaves the factory.

Small springs are also placed between discs in order to facilitate their separation when clutch is released.

Owing to the fact that the cork inserts become saturated with oil, this type is difficult to abuse, compared to other types. It needs practically no attention except proper lubrication. The best lubrication is a mixture of half motor oil and half kerosene which prevents grabbing and freedom of action when released.

You Just Can't Miss It

The Willis-Chaney Co. believe in letting citizens of Waco, Texas, know who handles the Hudson and Essex in that territory.

They have a signboard at a turn in the road near the entrance of one of the popular parks, and it is so situated that as each car takes the turn, the occupants just can't help seeing the sign.

Do You Keep Your Triangles?

The other day a Texas dealer took his *Triangle* file with him to his booth at the state fair. Somebody liked it so well it disappeared. And the dealer ordered another. This incident prompts us to ask through the *Triangle* if all dealers keep their copies on file. The most convenient method, of course, is the special binder sold by the advertising department at \$1.25. The name of the firm or individual is imprinted at a small additional cost.

Many salesmen and dealers make it a regular practice of going through their *Triangle* files regularly. They find that the old ideas can be used again to good advantage.

San Francisco Sells Them The Essex



THE sales force of the new San Francisco organization of Harold L. Arnold were recently treated to a trip through Yosemite Valley. The trip was undertaken to "sell" the Essex to its own salesmen—to fill them with confidence in the car and infuse "pep" into their selling arguments. Thirteen salesmen composed the party and since this trip their income from the sale of cars has materially advanced in every case.

The three Essex cars used were put to some strenuous tests for the benefit of the salesmen. Getting off the main road to the Yosemite Valley late at night, while snow was falling at intervals, their pathway being frequently marked by the lurid light of lightning flash, they encountered a grade of between 30 and 35 per cent, in which deep gullies had been washed by recent torrential rainfalls. Three hours were required for the boys to fill these gullies up the hill for a distance of 150 yards, earth being spaded in and boughs from fir trees intermixed. During this short stretch the three Essex cars received a "hammering"

that would have put most automobiles out of the game.

When the top of the hill was reached the roadway faded into a number of indistinct trails. There was nothing but to return. On descending the grade a number of salesmen alighted and walked down. As one remarked, "I'm not exactly afraid of going straight down—but I don't like it." Next day at Wawona it was discovered that the three Essex cars had ascended Signal Peak, which in rainy weather was deemed utterly impossible, only one car in automotive history ever having accomplished the feat before, and then under the most favorable conditions.

On this trip, which was through rain and snow, sleet and slush, over paved highways slippery as glass in the storm, through mud almost like grease in its effect on tires—two salesmen became "seasick" from skidding—not the slightest mechanical trouble developed on any of the cars. Not a tire had to be replaced and not an adjustment was necessary. The cars simply pulled like draft-horses from start to finish.

Tonopah Daily Times

TONOPAH, NEVADA, SATURDAY MORNING, AUGUST 28, 1926.

CHARGES OF COP

Essex People Calls \$2500 Crumley Bet and S. F.-Tonopah Run

YOU may remember that during the Essex transcontinental run the cars, on their run from Tonopah, Nevada, made such remarkable time between that city and San Francisco that one prominent citizen refused to believe it. So sure was he, that he announced his willingness to bet \$2,500 it couldn't be done. Of course it had been done, and there were affidavits to prove it.

This story on the front page of the *Tonopah Daily Times* indicates how George Harrison answered the challenge and, incidentally, got some nice publicity. Get out your reading glass tonight and enjoy it.

It looks as though it is up to minutes. It was then that the driver, Crumley, George W. Crumley, offered to bet \$2,500 that it couldn't be done. After days later another Essex machine clipped an hour off the record. "When Mr. Crumley was informed of the latter record, he declared that his bet still stood, and that he wasn't going to back out. And now comes the Harrison company, one of the biggest auto concerns in the west, with \$2,500 to say that a car can make the run, and that very soon, with one man driving. The challenge of the company states that "The car is to be driven by one man. Any person who cares to bet that it can't be done must ride in the car with the driver, so that danger will be his liable to either occupant. Acceptance of the challenge should be wired or written to George W. Harrison of the H. O. Harrison company, Reno."

The Hudson Triangle

VOLUME IX

DETROIT, MICHIGAN, NOVEMBER 13, 1920

NUMBER 52

Back to Normalcy

**A Solid Business Purpose that Pledges Prosperity---
Bank Clearings Up \$2,000,000,000 in Two Months**

"BACK to normalcy" is practically an all-American determination.

It is a faith-reviving pledge on the part of government, business and citizenship, already reflected by a two billion dollar increase in bank clearings for last month, over bank clearings for August.

Big business wills it. Little business endorses it. The great mass of people of all circumstances have spoken for it with overwhelming voice.

The Will to Prosperity

No parallel in concert of purpose has ever swept the country in peace time. It is rivalled only by the unanimity with which the nation makes war.

It is in answer to an urge that seems to dominate every mind to get the business house of America back from a foundation of illusory sands to foundations of solid rock.

And it is having its good effect. Every present indication points to a steady growth of business activity, the fruits of which already are appearing.

Do not mistake the reasons for the confident forward look that is now everywhere encountered, and which is daily more robustly assertive.

When industrial leaders like Schwab and Judge Gary, and bankers like President Wetmore of the First National Bank of Chicago and George M. Reynolds register confidence it is not the mere cheerful idiocy of hollow optimists.

In fact the conviction that we stand at the threshold of a new prosperity reaches into fundamentals, so clear that men cannot misinterpret.

It is identified with the three great primal needs of the human race—Food, Housing, Transportation.

For the first: Five great American crops this year break all records, and all other crops show a wonderfully bountiful yield.

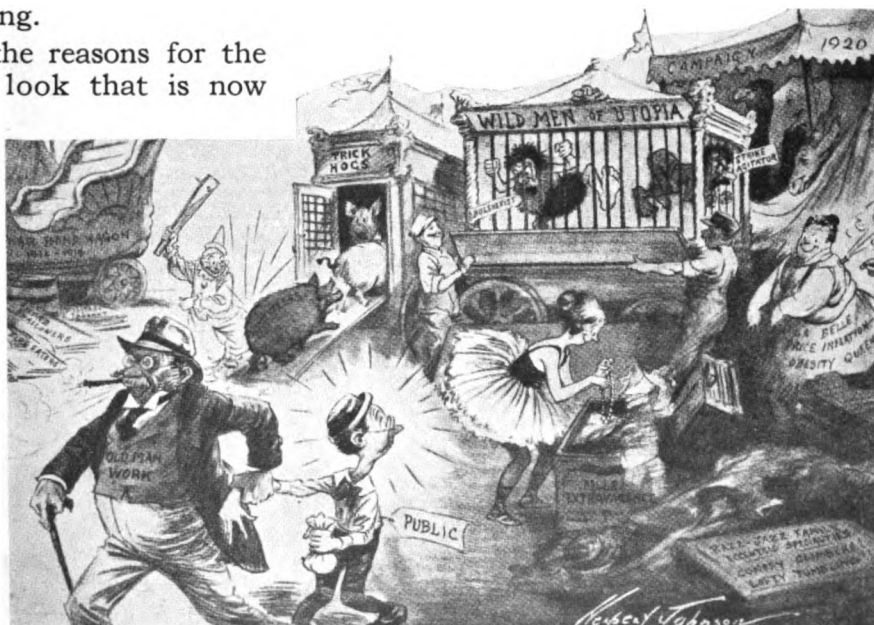
This is the great enabling step that will permit the country to go ahead, on the inevitably lower labor wage scale, with its big reconstruction problems, the foremost of which are adequate housing and the rehabilitation of railroad transportation.

And great basic movements of this sort always mean big activity in all other lines. They mean employment, busy steel mills, busy factories, busy stores, busy cities, a busy country.

From many parts of the country come reports of a strong movement in building, with building plans for next spring on a greater scale than any period in history.

Railroads are undertaking purchase of equipment, replacement of rolling stock, repair and extension of lines on a scale never before witnessed.

Telephone, telegraph and other utilities are arranging their schedules of reconstruction to put their equipment back on its former basis of efficiency—which means



From the Saturday Evening Post

"COME ON, SON, THE CIRCUS IS OVER"

Continued on Page 3.

Two Remarkable Stories of Essex Endurance

Two trips across the continent by owners, one a double transcontinental with five passengers and plenty of baggage; the other a journey in an Essex Sedan with an eight-foot trailer and a ton of baggage.

HERE are two stories that every Essex salesman should read and profit by. They are doubly interesting, coming as they do just after the establishing of the great Essex transcontinental record.

— The Doctor's Story —

Crossing the continent late in October with a motor car is something worth boasting about, but when the feat is performed with an eight-foot trailer attached to the car it amounts to something that can be announced satisfactorily only with Greek fire and a brass band.

Evidently that is what Dr. F. Homer Curtiss, B. S. M. D., thinks, because after he had successfully negotiated the mountain passes, desert country, gumbo stretches and torn up roads marking the route he chose, he proceeded to "tell the world" (or as much of it as he had access to) all about the wonderful qualities of his Essex sedan. In any event, Dr. Curtiss should know what he is talking about, because he is a man of many titles—he is the founder of the Order of Christian Mystics and a member of the Society for Physical Research, the American Association for the Advancement of Science, the American Asiatic Association and the American Authors League.

Dr. Curtiss, his wife and secretary started their transcontinental lecture tour from New York, going through the larger centers of population to Atlanta Ga. "Our eight-foot trailer," says the Doctor, "was an unusually large one. It carried about a ton of baggage, and the car we started with cost so much in repairs that we traded it in on an Essex sedan at Atlanta. We chose this car from among several after due investigation, because we were convinced of its power and endurance.

Detour to Backwoods

"On our trip to Birmingham we had to detour over the backwoods roads of the Alabama mountains to avoid the floods shutting off the main highways. Though scarcely limbered up, the sedan gave evidence of its powerful pulling powers, afterward amply demonstrated. At the top of one very steep pitch we encountered an old negro who had interestedly watched the performance, and he amused the women when he said: 'Dat sho am de pullinest cah I eber done saw in muh life.'

"At Dallas, Tex., after crossing Alabama and Mississippi, we were weatherbound by floods for two weeks and finally had to ship our car across twenty-eight miles of black, waxy mud. We were told we could not make the 12-mile stretch of black mud, for which Oklahoma is notorious, even without a trailer, but we made it with the trailer, using chains and mud hooks.

"In Kansas City we lectured for two weeks and then ran to Denver through the sand and hills of Eastern Colorado, passing many large

cars on the way. We also climbed Pike's Peak and visited many other points of interest. On the way to Yellowstone Park we were misdirected and wandered around the sheep country until an old shepherd put us on the road to Douglas, Wyo.

Into LaVonta Canyon

"This route forced us to go through La Vonta canyon, where we had to travel for almost three miles practically in the creek bed, over boulders, logs and deep wet sand. After a rest at Douglas we took the regular trail through the 'bad lands' of the Big Horn region, where there was little attempt at roadmaking. In crossing the gullies and washes, the rear-end of the trailer would strike before the machine could get up the opposite slope. The long grade through Cheyenne canyon to the Shoshone dam and the figure-8 curves on entering Yellowstone Park were sufficient tests for any car without a trailer. From the Yellowstone we crossed through the lava beds and sagebrush trails of Idaho to Boise and then went on to the Oregon border.

"The long, rough timber-hauling trail from La Grande to Pendleton, Or., cut the thread entirely loose from the front tires and we had to put on skid chains to hold the rubber on the fabric until Pendleton was reached. Another terrible hill was the one from Moody to John Day river, where the road descends a very steep hill with short turns and loose rock. The least carelessness or slipping meant going over a sheer precipice.

Brakes Hold Perfectly

"Our brakes held perfectly, despite the trailer and the ton of baggage. Entering California over Grant's pass we had to climb for many miles through cracked stone and loose earth, where the new highway is in course of construction.

"Except for adjustments, our machine has scarcely been touched. There have been virtually no repairs. The total expense for cleaning, oiling, burning out carbon and making adjustments in 7600 miles has not been more than \$100. We have pulled the trailer as fast as forty-eight miles an hour, although as a rule we traveled between 25 and 30 miles. In deep sand, on account of the trailer, our gasoline consumption has dropped as low as 13 miles to the gallon, but from Grant's pass over the mountains to San Francisco we averaged 19½ miles to the gallon and more than 200 miles to the quart of oil.

"We regard the car still as practically new and have no desire for any other. In fact,

we have not seen any other car performing on the road which we would rather have than our sedan.

"After having driven some 40,000 miles with other cars, I do not believe that a better investment for the money than the Essex can be made in a motor car, and if we continue our tour around the world we shall certainly take our Essex and trailer with us."

— The Other Story —

Carl Olsen of Portland, Oregon, has just completed a double transcontinental journey with his Essex touring car, covering over 11,000 miles in a trip that took he and his family from Oregon to New York City and back.

His real destination was Denmark. He left that country 20 years ago to make his fortune in the United States. When he left Portland last May 5 with his wife and their three children, a bevy of trunks, suitcases, tent for camping, cook stove and such aboard the Essex, it was with the intention of having the car shipped abroad with him so that he could motor around in Denmark and see how the old place had changed since his departure.

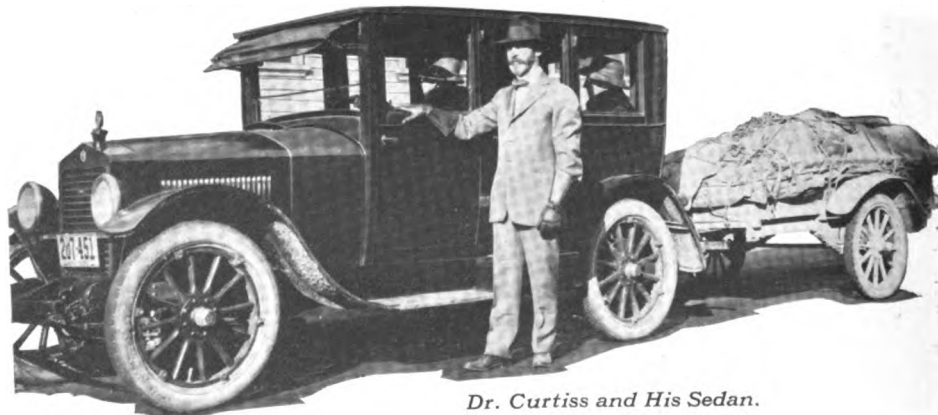
But at New York he found that to have the car crated and shipped would cost \$600 for the round trip. So he garaged the car there and he and his family made the cruise abroad without it.

Mr. and Mrs. Olsen and the little Olsens enjoyed themselves mightily in Denmark, but their remembrances of the best vacation they ever had also include many a fine day's touring on their transcontinental round trip between Portland and New York and back. Their pleasure was all the greater because never at any time did they have to worry about such joy killers as having to put the Essex in the shop for repairs. Not once did the car go out of commission and it returned to Portland in shape to start the trip all over if that had been necessary.

But they had one close call, driving out of Omaha, when another car swung in and rammed the Essex. But, aside from a pretty badly bent fender and running board, the Essex was as good as ever. "The other car was a wreck," said Mr. Olsen.

The tour east was made via the Pacific highway to California, thence through Nevada, Arizona, New Mexico, Colorado, Kansas, Oklahoma, Nebraska and Illinois to Chicago, from there to Detroit by steamer to Buffalo because of heavy rains and then via Niagara Falls to New York City.

The Essex in which the Olsens made their long journey was heavily laden. All told its weight was 3985 pounds, or 1385 pounds of load including five passengers, a lot of luggage, a couple of spare tires, carried in front of the radiator, gasoline, oil and such. Yet the car consumed for the 10,140 miles just 572 gallons of gasoline, which is an average of 17¾ miles to the gallon.



Dr. Curtiss and His Sedan.

Back to Normalcy

Continued from Page 1.

the outlay of many more millions of dollars.

Banks in Chicago, the financial heart of a great and powerful key section in American prosperity, proclaim that easier money is already in sight.

Money Soon to Ease Off

"Money will ease off very soon," asserts Pres. Wetmore of the First National Bank.

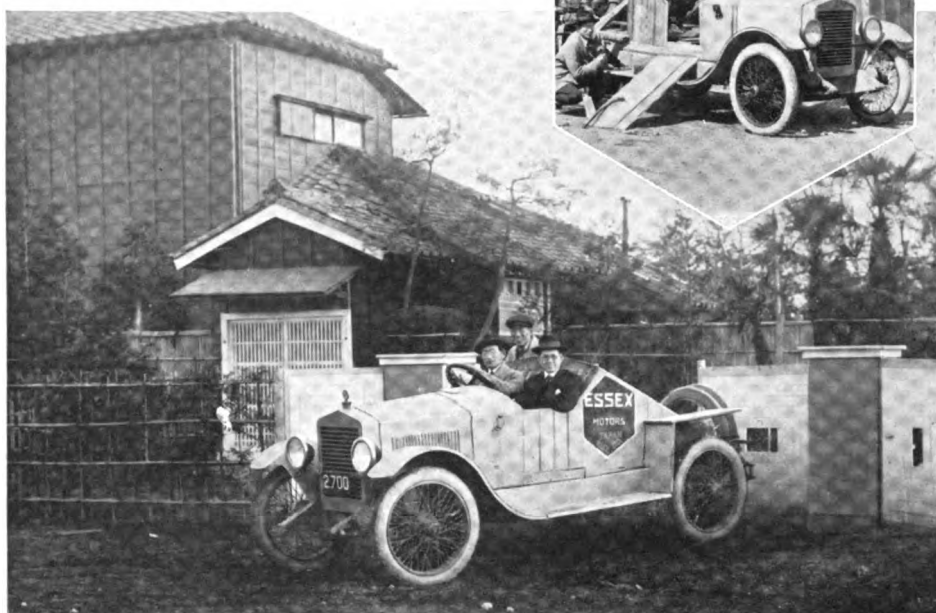
The Boston News Bureau, the New England financial authority, optimistically points out that the "descent from the mountain peaks of war inflation continues without serious disturbance and with but little inconvenience."

It points out that money circulation had increased Oct. 1, 1920, to \$6,297,765,298 as compared with \$5,806,571,880 a year ago.

The present stock of money is \$8,136,000,000 compared with \$7,997,000,000 a month ago, which is another indication of the upward movement.

These are but a few indications of the very noticeable rebound in business conditions, which encourages the U. S. Chamber of Commerce to assert, "we are over the top" in practically all vital phases of industrial and commercial affairs.

Uses Shipping Case to Build a Body for His Essex Roadster



IF Y. Kadagoye of the Japan Auto Co., Tokio, shows as much ingenuity selling Essex and Hudsons in the Mikado's realm as he has in transforming an Essex shipping crate into a roadster body, the cars bearing the Triangle and Hexagon will always be well represented in the far east.

Here is shown the building of the body and the finished car. Seated at the wheel is Kadagoye. Of his new style body building he says:

"The marks stamped on the packing box are carefully carried on both sides of the body, and painted with red and white coloring.

"Now I am going to drive enjoyfully. The back of this picture is my house, and you will find a short gate which I must explain you that it is made also of the packing boxes of Hudson. Then, can I name my cottage the real Sweet 'Home of White Triangle?'"

More Wonderful Each Day

W. S. McCleary, manager of the L. C. Smith Typewriter Co., Albany, New York, is loud in his praise of the Essex. He has written several letters to the E. V. Stratton Motors Co., Albany distributors, expressing his enthusiasm for the car. Here is his lat-

est: "My Essex grows more wonderful each day. On this trip alone we've just turned the 800th mile and the hood hasn't been lifted yet. Nor have we put in an ounce of oil—and will not for another 250 miles. Words are inadequate to express properly the comfort and satisfaction of driving such a wonderful car."

Whenever There Is a Parade—Essex Wins the Prize



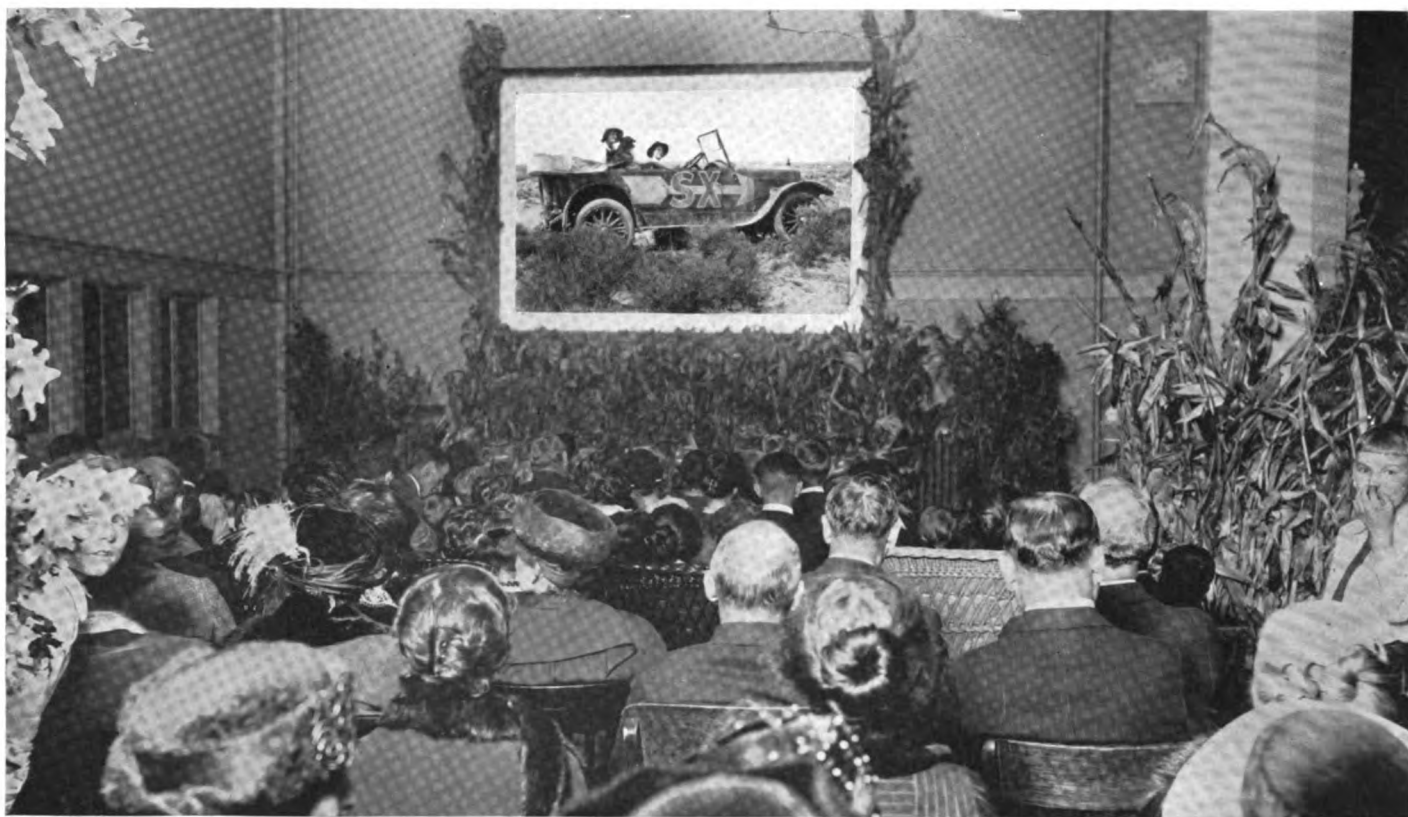
Salina, Kansas, hands the blue ribbon to this Essex roadster while 27 other cars of various makes have to be content with honorable mention.



Down in Bogota, Colombia, they celebrate each year with a battle of flowers. The Essex was invited to participate. It was awarded first prize.



Here is an Essex entirely overlaid with grains of corn and wheat. It was entered in an Okmulgee, Okla., parade and here, too, the judges said "first honors."



"Trail of the Arrow" Fills Salesrooms

MANY people went down town election night to hear the returns and came back knowing more about Essex cars than "who was who" in politics. Generally there isn't much news in larger cities for several hours after the polls close, and newspapers and others showing returns find it difficult to keep the crowds interested. This year "The Trail of the Arrow," film was the solution in many cities throughout the country. At some points distributors and dealers showed the films themselves. Minneapolis, for example, kept open house all evening. Between reels the election returns were read or flashed upon the screen.

At Salt Lake City, the film was shown in the Pantages theater during a performance that ran from seven in the evening until after midnight.

The *Cleveland Plain Dealer* used the film in connection with their election returns, and similar use of it was made in Detroit by the *Detroit News*. In both instances the newspapers, because of their size and importance, attracted large audiences and the film received unusually favorable publicity.

Some distributors and dealers have reported that theaters won't run the film because of its advertising appeal, but in practically every case it

develops that the theater manager has not seen the film. Rather than discuss it at all it is much more satisfactory to take the film to the theater and get it run. In most cases there is no difficulty after that, for the theater owner sees what every one else does—that it is totally different from any other advertising film ever made.

It is right along this line that prompts the T. C. Power Motor Car Co. at Helena, Mont., to write—"that theaters where it has been shown have endorsed it highly as an attractive feature itself, and also that it is a strong drawing card from the box office point of view."

In the Philadelphia territory where two of these films are circulating, the dealer in Allentown has had the film shown in five local theaters. It is booked for a week solid at the Bethlehem theaters. In Lancaster, Pa., one of the films was used a whole week in

the largest and most popular playhouse in the city.

Dallas reports that their film has been shown at theaters in several points without any difficulty in getting the managers to put it on. Other dealers have found it more advisable to use it in their own salesrooms.

C. E. Wright & Co., of Norfolk, exhibited the film at the Chowan County Fair at Edenton, N. C., running it on a large screen directly in front of the grandstand each evening.

At Columbia, S. C., the film was used at the state fair, and was, in the opinion of Distributor James M. Black, "easily the chief attraction of the automobile exhibit."

Essex Rushes Supply of Ballots to Kansas Town; 33 Miles in 34 Minutes

Quite a few voters of Sylvia, Kansas, whether they are aware of the fact or not, can thank an Essex and Merle Wilson, of the Hutchinson Motor Car Co. for their being able to cast a vote at the recent election. Here is how it happened.

The County Clerk at Hutchinson received a call from the election board at Sylvia late in the afternoon telling him that they had but 25 ballots left with a long line waiting to vote. As the polls closed at 6 o'clock it meant quick action.

Wilson volunteered to make the trip with a supply of ballots. Sylvia is 33 miles from Hutchinson and the road has seven turns and crosses seven railroad tracks. Wilson left in the Essex, and 34 minutes later the ballots were in Sylvia.

In Montgomery West, Va., the Essex dealer plans to send out theater tickets to all his prospects. These, when presented at the local motion picture theater, will be paid for by the dealer. On each ticket there will be a number, and the holder of this number at the Saturday night show will be given a credit of \$200 on the purchase of an Essex.

The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, DECEMBER 4, 1920

NUMBER 1

Salesmen--What of the Future?

HALF a billion dollars, it is announced, will be spent in 1921 in highway improvements.

A billion dollars must go into railroad repairs and extensions.

One city alone requires twenty-five million dollars for homes. Housing conditions everywhere are inadequate.

All first-class hotels are crowded. Hundreds of thousands of children are receiving only half day instruction because of insufficient school facilities. New buildings—millions of dollars worth—are of pressing need.

Bridges — hospitals — water facilities — telephone and electric extensions, etc., all call for immediate attention.

Such work came to a halt because of high costs.

Now prices are receding. Most building materials are down in price below levels not known in months.

There is less threat of labor difficulties.

Conditions are ripe for re-opening building plans.

What does that mean to you—salesmen—dealers—distributors?

We think it spells a new period of business activity.

But it will come earlier to some than to others.

The competition of the past has been principally that of delivery. Quality has not counted as much as it merited.

In an over-bought, under-produced market new cars found their way to a trade that accepted them only because established and proven cars were not available.

Not many present day automobile salesmen know the conditions prior to five years ago. Consequently today's situation is new to them.

It will be a new experience to many to make

sales to take the place of those who formerly bought.

Buyers will be more particular. Just as men are now retained on the payroll because of their worth as contrasted with the conditions which made it necessary to put up with indifferent, incompetent workmen, a few months ago, automobile buyers will now select and buy on the count of value.

That calls for harder, more intensive work than any Hudson salesman has known since the birth of the Super-Six.

But how much easier will be his job than if he had to sell a less wanted car.

The task of supplying the motor car demand again devolves upon the builders whose organization, whose experience and whose product have proved their fitness to survive through years of competition that recognized none's right to live except by superior merit.

We don't imply that Hudson and Essex cars should be judged alone in this position of leadership. There are many good cars that will survive. But on the other hand the number that will meet the new conditions is much smaller than the number that will disappear.

As a distributor, dealer or salesman, you must have thought of the lines you would like to handle if the opportunity were open to you.

Let your preference of lines to sell be your test of today's market. Wouldn't your choice line be almost identical with that of any other dealer?

Think of the five or six cars of various classes you regard as most desirable and then go over in your mind the countless other makes considering what chances they have against you when buyers discriminate.

Just as soon as market costs begin their rebound, business will start with a rush. There is no real shortage of money. There is a shortage of nearly everything else, even including sales energy. To the worker belongs the spoils.

Omaha's Service Policy On Used Cars

By C. J. Curzon, Used Car Manager,
Guy L. Smith, Omaha.

WE believe that the follow-up on a used car is just as important to the success of our business as that of a new car. The average man who buys a used car is a first owner and he is investing his money with us in confidence that we will treat him right. This confidence is what we want most of all for it is the foundation of any successful business.

In seventy-five cases out of one hundred a used car buyer eventually develops into a new car buyer and we stand a chance of getting his business then in exact proportion to the way we treated him with his first purchase. If we are to merit confidence from our owners, then we must plant the seeds that grow into that kind of fruit.

We think Hudson and Essex cars are the greatest automobiles in the world, but, if a man wants a car of another make—and wants it bad enough to come into our place and buy it—isn't he entitled to the same consideration as if he had purchased a car of our own make? He has bought our automobile and wants satisfaction.

We believe every used car sale must be handled as circumstances may warrant and no plan can be outlined which will cover all cases. A little diplomacy and a few words of explanation will often suffice, but if more expensive methods are necessary, then good judgment must be used in authorizing the

procedure. The man who is turned away from our doors disgruntled today, may be buying a new Hudson or Essex Sedan next year, and we will have a slim chance of getting his business then.

My observation has been that the cheap cars go to a class of people who expect very little service. This is in our favor and is no reason why they should be refused altogether. The man who buys a high priced car demands more service and we can afford to give him more. He is a more desirable customer and his good-will means more to us.

We don't believe in passing out the back door all the profits from the front—but we do believe that in the used car as well as the new car business, courtesy, service and diplomacy must be the rule and guide.

Please, Mr. Black, Can We Ride in That Car?

When the Cincinnati Record car, which has been making the rounds among various distributors, reached Columbia, S. C., Distributor James Black decided that its arrival should be duly chronicled, and that South Carolinians should appreciate its presence. Accordingly the car was guarded, no one could approach or inspect it without special permission. To ride in it was a privilege extended to only a few. It is needless to say that this grand old car that covered 3,037 miles on the Cincinnati speedway in 50 hours, thereby setting a new world's record, was treated with all the respect that it is entitled to.

Now This Hudson Owner Knows It Can Be Done

Here is the story of a Hudson owner who sold himself. Lester H. Nichols of Bennington, Vt., sends this letter to the Bennington dealer:

"I have been driven over the Mohawk Trail in high gear both in the Hudson and Essex cars, but at the time thought it only possible because an experienced driver was at the wheel. I determined to try myself and see if a Hudson car could be driven in such a manner by a less experienced man. I drove over the Trail and back again, October the 24th, with six people in the car, without shifting my gears and I never saw so many cars on this road before. I made the hairpin turn at the rate of 20 miles an hour and with no effort at all. Not once did the motor 'knock.' I am certainly more than pleased with this demonstration. I did this without any suggestion from you and this letter has been written without solicitation, so you may use it as you wish."

Here's a Newspaper That Will Print All The Publicity

There has been a tightening during the last year of newspaper space formerly given to automobile publicity. The Essex dealer in Montgomery, West Virginia, however, has solved this problem very nicely. He owns the paper. His ancestors named the town, and so he is in a pretty good way to dominate. Just now he has a car in his editorial window, preparatory to the building of a new sales-room. Luther Montgomery, that's his name, says, though, that Essex business is getting so good that he may have to turn the newspaper over to his younger brother, in which case it will still be in the family.

Salt Lake Sixth Graders Put Their O. K. on the Essex

To stimulate attendance and punctuality, J. B. Driggs, principal of the Hamilton School, Salt Lake City, instituted an imaginary automobile race. Each room voted for its choice of an automobile. Miles were credited for attendance and deducted for tardiness. It was possible for the winning car to make 20,000 miles per school month. The Essex chosen by the 6th grade covered 19,745 miles the first month and so Frank Botterill arranged a ride for every member in the winning class. The young prospects went home laden with Essex literature and with a high degree of youthful respect for the car.



Youth and Years Detract Not

AN interesting contrast will be noted in the picture above, the new Hudson and Essex home at Bennington, Vt. Chelsea Harrington of Bennington is just leaving the gasoline pump with his Hudson "Twenty," which he has owned since 1910 and kept in constant service, and the new Hudson Coupe emerging from the main entrance is owned by Miss Ruth Walker of Manchester, Vermont.

Miss Walker has just bought the new car, having traded in a model H Super-Six touring car. The Model H was in perfect condition and two of Miss Walker's neighbors were in to buy it the same afternoon. Dealer

Williams had to referee a scrap to see who was to have it. This is some appreciation of a car that had been driven through five seasons and over twenty thousand miles and known by both parties to have been never overhauled.

The fine new building houses the Bennington County Hudson and Essex agency and the Western Distributing Branch of Manley Brothers, Inc. The total floor area is approximately 22,000 square feet. The floor space devoted to show room for Hudson and Essex cars is 2,600 square feet. The service department is on the second floor above the show rooms and covers something over 5,000 square feet of floor space.

An Excellent Copy of Motor Age—Every Dealer Should Read It

The November 4th number of *Motor Age* contains many excellent suggestions in connection with winter service. It is particularly seasonable, and should stimulate sales and profitable repair work if these suggestions are carried out as applied to the Hudson and Essex. There can be no question in our minds, and past experience has shown that car owners appreciate circular letters calling to their attention the necessity for anti-freeze solutions, battery service, lubrication, etc., as called for during the winter season. These timely reminders usually bring owners to the service stations for attention and prevent the dealer getting out of touch with his patrons.

New York and Chicago Show Headquarters

This is a reminder if you plan to attend the national automobile shows at New York and Chicago this year, that company headquarters will be at the Hotel Commodore at New York, and at the Blackstone Hotel in Chicago. The New York Show opens January 8th and the Chicago Show on January 29th.

What Good is a Railroad if You Have an Essex?

F. E. Sapley and his wife used their Essex to move from Sutherlin, Oregon, to Traer, Iowa—2503 miles. They crossed four mountain ranges, averaged 20 miles to the gallon of gasoline, took 14 days to do it in at a total cost for hotels, gasoline, oil and all of less than \$100. About half what it would have cost them to make the trip by train and left the Essex behind.

An Essential Industry

The automobile has ceased to be a luxury. It might have been called one, at the start, like the airplane. But people have built their lives around it, bought their homes, selected their vacation camps, their Summer cottages. Businesses have been developed around the touring car and truck as the indispensable vehicle. The automobile is mortised into the present commercial and financial arrangement.

Undoubtedly there are people among the huge army of owners who have bought cars and who cannot afford them. But the same is true of boots and eggs.

—Boston Globe.

The presidential staff of Guatemala has just purchased a Hudson phaeton for the use of their new president, Carlos Herrera.

The entire membership of the Kiwanis Club of Nashville, Tenn., rode in Essex cars in the Armistice Day parade.

You Can't Close Mountain Passes to Hudson or Essex



HERE we are again. Just as regular as the Tigers go south in the Spring and the robins in the Fall do we get our annual snow pass story from A. H. Patterson of Stockton. Bucking snow drifts in the Sierras has long been a favorite diversion of his, and no December issue of *The Triangle* would be complete without his annual classic. Every year he waits until the last guide has deserted the mountain tops and then he starts out.

This time he took a party of Stock-

tonians, and with his Hudson that has gone 256,000 miles, set out to make the "Last Car to Tahoe" trip of the season. An Essex with F. L. Perkins, of the advertising department of Harold L. Arnold, San Francisco, joined him, and together they went through from the warm deserts to the snow peaks.

In this trip of three days, covering 1047 miles, every variety of country was traversed—mountains as high as 8000 feet, valley, plain, snow country, desert region, dirt and paved highway.



This is the one and only Mary Garden—but the Hudson Touring Limousine, and her press agent says she prefers it to any other car built, belongs to the Triangle Motors Co. of Louisville. Wherever Mary goes she wires ahead for a Hudson to meet her.

Who Shall We Play Up in the Headlines—Mary Garden or P. M. Lawrence?



These boys have a hard time. They are taking flying lessons at the Naval Station in Pensacola, Fla., and they ride to school in their Essex cars.



"Essex fenders are built to stay," says P. M. Lawrence, Essex dealer at Augusta, Maine. He drove to the Canadian border—117 miles—in 3 hours, 50 minutes—shot two buck—185 and 200 pounds—put them on the fenders and came back in an even four hours.

Essex Transcontinental Inspires Two of the Fair Sex to Do Likewise—New Jersey to San Francisco

DON'T take the Northern route at this season."

That is the warning issued to motor tourists by Mrs. A. C. R. Peirce and Mrs. J. E. Cook of New York, two intrepid women who lately arrived in San Francisco on a cross-country tour from Hamilton, N. J., the country place of Mrs. Peirce, after a series of adventures that any man could relate at his club, knowing that the recital would be listened to enviously by his fellows.

Depending entirely on their own resourcefulness, scorning the assumption that men face danger and discomfort more bravely and overcome difficulties more readily than the weaker sex, these fearless women drove through blizzards, climbed grades heavily banked with snow, plowed through mud over the hub-caps of their Essex touring car, extricated themselves from many dangerous positions, endured hardships, assisted fellow motorists and finally attained their goal, the Golden Gate, without serious mishap, but—they admit they're mighty glad they're here!

On this memorable trip the two women carried along two things to which they gave considerable attention—a log book in which they entered everything of interest and Kosan, a Pekingese dog of ancestry recorded in the canine blue-book.

How She Could Drive

When they left Hamilton it was in an Essex car that had already seen 7700 miles of service. It was bought by Mrs. Peirce on the strength of Essex record-breaking performance in crossing the continent in 4 days, 14 hours and 43 minutes. Mrs. Peirce, who drove the entire distance, sat at the wheel for the first time when the long tour began, though she had owned and driven fourteen cars previously. When San Francisco was reached the speedometer indicated a mileage of 13,268, but many hundreds of miles were rung up on side trips along the route.

Leaving Hamilton on September 29, the tourists went first to the Adirondacks by way of Albany, N. Y., where they spent a week, and then on to Buffalo, where their Essex was shipped to Detroit. After a three days' visit headed west. They encountered deep mud in Iowa, and reported that many motorists had to be pulled out, but that their sturdy car needed not the team nor the log chain. Finding the roads in Nebraska fair they traveled through to Cheyenne, Wyoming, which they left on October 21, and saw their first snow while entering Laramie.

Couldn't Do It—But They Did

At Rawlins they were told they could not possibly get through to Rock Springs, as seven men had been required to get a small car from there to Rawlins the day previously that had started two days before. Without trouble, though the ground was covered with snow, they reached Rawlins in one day. Twenty miles of newly filled road was traversed to Evanston, Wyoming, and many cars stuck in the mud were passed. There many persons begged them not to attempt to go farther, but they decided to continue. Many cars with broken wheels or axles or stripped gears were passed, several having been abandoned, and only 19 miles was made that day. The mud was above the hub-caps of their car.

The women had to leave Evanston at 4:30 o'clock the next morning while the ground was still frozen on account of the newly filled roadway lying before them, but managed



Mrs. A. C. R. Peirce (standing) and Mrs. J. E. Cook, with the Essex touring car in which the two fearless women conquered a blizzard, climbed the steepest grades heavily banked with snow, drove through mud above the hub-caps for miles and miles, got into all kinds of tight corners, assisted others with less powerful and sturdy cars, overcame obstacles that stumped males, and finally got there—the Golden Gate.

to reach Castle Rock, Utah, where they were quartered overnight at a cattle ranch.

After a two days' sojourn in Salt Lake City they started for Fillmore, Utah, but had not proceeded far when they encountered deep snow and then ran into a blinding snowstorm. To add to their trouble after passing Fillmore on the way to Parawan, they struck a new fill with soft snow and mud, but negotiated the 60 miles safely, though they were forced to travel slowly as they could see only a short distance ahead of their car. At Parawan they met the first tourists since they left home and 27 persons had to be housed in a little hotel built for 16 persons.

Leaving Parawan for St. George next morning they pulled through from 10 to 16 inches of snow, with nine cars ahead. Despite the fact that they stopped twice to hitch onto and pull cars out that were "stalled," only two of the nine cars reached St. George ahead of them. Slipping and sliding made the travelling not only slow but exceedingly dangerous.

A 1,200 Foot Drop

From Parawan to St. George there is a drop of 1,200 feet in a mile and a half, which gives an idea of the dangers on the muddy, snowcovered grades which they faced.

Between St. George and Bunkerville, Nevada, two rivers had to be forded. One, where the engines of two other cars had been ripped out on the rocks, they crossed without help. The motorists there had been without food all night and supplies were just reaching them.

From Las Vegas, Nevada, Mrs. Peirce and Mrs. Cook proceeded to Goffs, California,

and through Barstow to Hollywood, thence to Santa Maria and north to San Francisco.

"We were so happy we almost cried when we saw California orange groves," they said, "and we pat our Essex car every time we look at it—it's sure some car."

A Near-Transcontinental--Hillsdale, Mich., to Pasadena

NO one thinks anything today of starting across country with his Hudson or Essex. But we hear from only a few. Robert C. Corlett of Hillsdale, Mich., just reached California in his Hudson. His letter to the Hillsdale Motor Sales explains best what he thinks of it:

"I drove my Hudson Super-Six, four passenger phaeton, from Hillsdale to the coast, a distance of 3,000 miles. My average mileage on gasoline was 15 miles to the gallon. Taking into consideration the fact that the roads in western Illinois and all through Missouri were hub deep with mud, and that in New Mexico and Arizona we were climbing mountain grades to an altitude of 9000 to 10,000 feet, I would consider this an exceptionally good mileage.

"When I purchased my Hudson I made a rule that every 600 miles I would drain the crank case and refill with two gallons of fresh oil. I have followed this rule ever since, using two gallons every 600 miles and no more. On draining out the old oil I find that I drain out within a quart of the amount I put in. So you see I use very little oil.

"I never had the least bit of trouble with the car. I have never removed a spark plug for cleaning and I am driving with the original set. Every day the Hudson worked great and never missed once.

"We started on our trip with a full set of new tires. We were heavily loaded as we carried a complete camping outfit including a trunk. There were three of us in the car. The springs were well down with the load. However, we had no trouble with the springs and the tires were in good shape when we arrived at Los Angeles, just one puncture on the road. The car had been driven approximately 5,000 miles before we started from Hillsdale."

The Hudson Triangle

VOLUME ~~IX~~

DETROIT, MICHIGAN, DECEMBER 18, 1920

NUMBER 2

Get An Order---Today!

By

O. H. McCORNACK, General Sales Manager

THERE are many prospects for cars today.

Not as many as some months ago, but enough to give you a good business **IF YOU WILL SEARCH THEM OUT.** Some of these prospects will buy for future delivery only. But an order for future delivery makes it very difficult for your competitor to sell that prospect. Some of your orders for future delivery may be cancelled, but every such order removes one prospect from the open field of competition.

Then there are many prospects who will actually buy for immediate delivery. Perhaps they are not dropping into your store as they formerly did, but if you thoroughly canvass them all you will find many who can be sold today.

This has been definitely established by the recent experience of one Hudson-Essex distributor located in a city where general business is exceptionally bad. This organization got together and decided that they could not do a normal business by following the usual methods. They decided that time spent discussing bad business was time wasted and that speculation as to future business would not sell cars. So in that frame of mind they tackled the most active selling campaign in their history.

Their attack was directed towards every possible prospect they could uncover. Their motto was "Work and lots of it." They followed no new method. A task was set for each man and he was at liberty to use his own ideas as to getting in touch with possible live prospects.

For example, one salesman got in touch with a number of prospects who were considering

the purchase of used cars offered by a competing dealer, and to two of these prospects he sold Essex Touring Cars. Another salesman decided to "pull door bells." He sold an Essex Sedan to a family living in a modest cottage and who had never owned a car of any kind. This family was not the newly rich kind, either, but just a thrifty family who had been planning for years on the purchase of a car and had just reached a point where they were able and willing to buy. Granted that this case is an exception, yet it shows that if you will "pull enough door bells," you will get some live prospects.

Still another salesman sold three Hudson closed cars to Hudson owners. He sold them on the advantage of getting their new closed cars **NOW.**

One prospect bought a Hudson Touring Limousine and after his purchase admitted that he had been negotiating for another make car, but the other salesman had let the matter drag until the prospect became disgusted with the salesman's lack of interest and activity and, therefore, the Hudson salesman found him in a receptive mood. This organization sold twenty new cars that one week besides developing many live prospects.

These cases have been cited not because of the merits of any particular method but because of the proof they bear that any salesman who will use his initiative in securing prospects and then apply 100 per cent work and brains, can sell Hudson and Essex Cars **TODAY.**

Make up your mind to sell a certain number of cars this week or month and then "Go Get 'em."

Singles vs. Home Runs

FOR every Home Run hit in the American League this season there were 24 singles.

Fifteen per cent of the Home Runs were hit by one man—Babe Ruth.

But of 11,901 hits made—only 360 were Home Runs, while 8,897—over 74 per cent—were singles.

There's a lesson in these figures for all salesmen. Home Runs are spectacular, but they do not bring the results that steady hammering away does, and unless the salesman is careful he may aspire to be only a home run hitter, and there are few Babe Ruths.

One dealer likes to think of the prospects he is getting for spring business in connection with these figures. He counts a prospect as a man on base, his few singles, then will send the orders over the plate—while the dealer organization that has not been active will be looking in vain for the scarce home runs and a Babe Ruth.

How Do You Play Your Hazards?

WHILE being initiated into the intricacies of golf by two good players, an amateur approached a tee near a pond. The drive was over the pond, and, of course, there was some danger of losing the ball.

The new player noticed that both his friends took from their pockets old balls, "floaters," so that in case they fozzled their drives the balls could be rescued from the water. Both drove straight into the pond.

"I boldly selected a brand new ball," said the beginner, "one that would sink to the bottom if I made a poor drive, and although I was not so good a player as either of them, I drove clear over the pond. Because," he said, "my companions prepared for failure. I prepared for success. They got what they went after. So did I."

It is much the same in selling. A salesman who starts out in the morning with little hope in his heart comes back at night with few orders in his pocket. On the other hand the man who knows that he can get the business, who takes it for granted that he is going to get it, and won't accept any stereotyped excuse for an answer invariably comes back with what he went after—orders.

BIG FAMILY GOSSIP

Salt Lake Finds a Hudson in a Strawstack

FRED L. BROWN, wholesale Manager of the Botterill Automobile Co. at Salt Lake tells us a new one:

An Idaho Falls Farmer went out in his field to get a wagon load of straw. In digging down through the stack, he was much surprised to strike something hard with his fork—and upon further investigation discovered an automobile in the straw stack!

On October twenty-fourth, the Preston A. Blair Company, Hudson dealers in Idaho Falls, had reports that Robert Field, one of their owners, had had his Super-Six Speedster stolen, asking Salt Lake to watch out for it. Uncovering the automobile in the straw stack, it was found to be Field's stolen car. There had been heavy storms in Idaho Falls about the twenty-fourth of October, and it is supposed that the car had been driven into the stack, and as the soil became muddy, the robbers were unable to remove it from its hiding place!

In the automobile was quite a collection of tires and other accessories that had been stolen from other automobile garages in the city.

How Canton Dealers Turned a Sale

THE November 13th issue of *The Triangle* carried two stories occupying a full page telling how two Essex owners had proved endurance on

trips across the continent. The Schlemmer and Graber Co. of Canton, Ohio, took the page as it appeared in *The Triangle*, reproduced it as an advertisement in their newspaper and then mailed reprints to their Essex prospects. It sold an Essex Touring Car and brought them several live prospects.

Many Notables Own Essex Cars in China

CHINA contributes the names of her Essex owners to the list that we are compiling and it is an impressive one for it numbers among Essex owners many men prominent in social and business life. This list is for the city of Hong Kong only:

Vice Admiral Sir A. L. Duff, Commander in Chief of the British Naval Forces in China.
F. W. G. Zwagers, Esq., J. C. J. L.
A. Tutuhdjian, Esq., Merchant.
T. F. Cobbe, Esq., General Manager British-American Tobacco Co., Ltd.
Dr. S. F. Lee.
D. K. Blair, Esq., Lowe, Bingham & Matthews.
F. Bevington, Esq., Bradley & Co.

Legare Opens New Branch Near Montreal

LEGARE of Montreal announces the opening of a new sales and service branch at Outremont, with Lionel Le Bel in charge. And thereby the Legare Automobile organization adds another link to a chain that is serving the city and province of Montreal in a manner unexcelled by any other automobile organization.

15,000 See Arrow Film at Miami Palm Fete

TED SIDES, general manager of the Bacon-Ryerson Co., distributors for Florida, wires that the famous Miami Palm Fete opened on Elser's Pier, with "The Trail of the Arrow," occupying the center of the stage; Arthur Pryor's famous band on one side and the celebrated Miami Moon Dance (what is that, Ted?) on the other. Over 15,000 people were present.

First Two Still Running

The first two Hudson cars ever shipped to China are still running and giving excellent satisfaction. They were shipped there in 1913—a Six-40 and a Six-54. Both are operating in Hong Kong.

Competitor Buys An Essex For His Own Use

They may sell other cars but when they buy one for themselves they pick the Essex. The latest story of the standing of the Essex among the "automobile wise" comes from George Hunter of the Hudson-Exess Motor Co. at Springfield, Mo. Here it is:

The manager for one of the distributors in the Springfield territory who handled a car selling near the price of the Essex decided to locate in California. Having decided to make the trip by motor his next step was to purchase an Essex from Mr. Hunter. That the Essex was all that he figured is borne out by the fact that Mr. Hunter has had several cards from the former rival salesman, full of praise for the Essex. He has used these cards to good advantage by having them reproduced in the local papers without any mention of the firm name other than is shown by the writer.

They Call on Essex Cars To Do Everything

The other day there was a train wreck near Barstow, Calif. When the news reached Los Angeles two things were thought of—the relief train and an Essex—the latter to carry newspaper reporters to the scene of the wreck to obtain pictures for the Los Angeles Sunday papers. Both train and car started at the same time—10:40 in the evening. Enroute the Essex encountered a small cloudburst, but reached Barstow, 171 miles away in good time, took flashlight pictures of the wreck and started back down over the mountains and passed the relief train still some distance from its destination.



Here is an Essex hauling a 15-ton house in Long Beach, Cal. The owner of the Essex, H.C. Bucey, put five men in the car, and with no one to push or start things rolling, the Essex began its trip without any perceptible effort.

This is "Rip's" Department

Have You One?

THE best service manager, repair shop foreman or mechanic is the one who believes his calling has a big future. The fellow who is constantly drifting from one job to another—changing his line of work—cannot make good running a repair shop.

The business of repairing and "pre"-paring cars calls for experience, executive ability and a lot of common sense. The man who possesses these attributes seldom shows indecision about his line of endeavor. Therefore, if your Service Department does not run smoothly—find out who is dissatisfied and why. Have every man optimistic about the future of the repair business.

The more miles of road—the more automobiles; more miles travelled—more upkeep. The more miles travelled the more experienced owners become; the better they treat their cars and the more they use them. They become more critical of repair work because they learn that repairs are necessary and must be expected periodically to offset wear and tear.

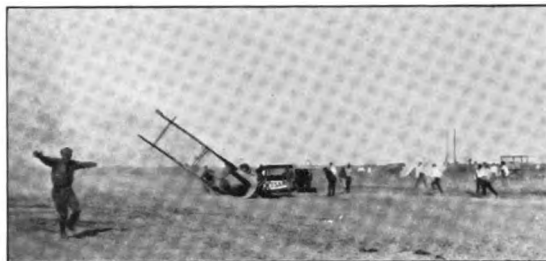
A service department no longer needs a "salve artist"—"a diplomat." What it needs is a real "he" man with a broad viewpoint and a cheerful disposition who believes heart and soul in the automobile business. He is going to have a big future. Just now, in fact any time there are plenty of vacancies waiting to be filled by him. He is never going to be out of a job unless cars are banished from our highways. This is a prospect that should help every service department built for permanency.

The "Parking" Evil

In every city the "parking" of cars causes trouble. No, we don't mean what you think we mean. It is the owner who "parks" his car most of the day who neglects his car. He gets no service from it when it is not working, consequently he has relatively less for which to be appreciative than the owner who covers great distances. And because the car does practically no real work he expects it to give absolutely no trouble. Going over the grease cups once a week is too often for him! But the car stands out in the dust, rain, sun-

Yes—There Was Some Excitement in Julesburg

HOW would you like to be travelling along at a 50-mile clip and have a giant hand seize the rear spring of your car, turn it completely over on its top in a space of twenty-five feet. Be rather sudden wouldn't it? That is what did happen during the Sedgwick County Fair at Julesburg, Col., this fall, when Dealer R. C. McCampbell assisted a visiting airplane troupe to put on a thriller. The plane started down the race track past the crowded grandstand, flying low just above the racing Essex. A rope ladder dangled from the plane, suspended there to allow an acrobat to climb from the Essex as the airplane swept over it. But the 'plane swung too low, the ladder caught the rear spring, hurtling the car upside down,



wrecking the 'plane and spilling all the performers. No one was seriously injured and the Essex was righted and driven home under its own power. But Julesburg never saw a stunt like this and never will again, says McCampbell and the aviators. They are through.

shine, snow or hail. Bolts go dry—springs rust—the depreciation of stagnation and inactivity. The majority of such owners are unable to appreciate what this treatment means and are irascible, impatient and complaining of the expense of maintenance which they call unnecessary.

Contrast them with owners who cover big mileage. The more miles they drive a day the more they appreciate the service the car gives—and in token of their appreciation they give the car some attention. This is only human nature. Men who use their cars a lot are usually more cheerful and healthy anyway—the open air makes them feel that way if nothing else. Their frame of mind towards their car is that they owe it something for having carried them faithfully from place to place. There are exceptions of course but that this should represent the average is inevitable.

A good automobile is built for work—punishment even. The man who "punishes" his car more than he "parks" it is the enthusiastic owner. You know it. You sell good automobiles.

On the Right Track

One of our largest distributors has just made a bold move. He has started a campaign to banish the word "service" from his business. This is why:

(1) Because the car buying public has been

educated to expect that "service" was something that went with a car as part of its equipment and was bought and paid for at the time they placed their order.

(2) Because few owners have any definite idea of what it means—therefore they have to learn, which is often an unpleasant awakening.

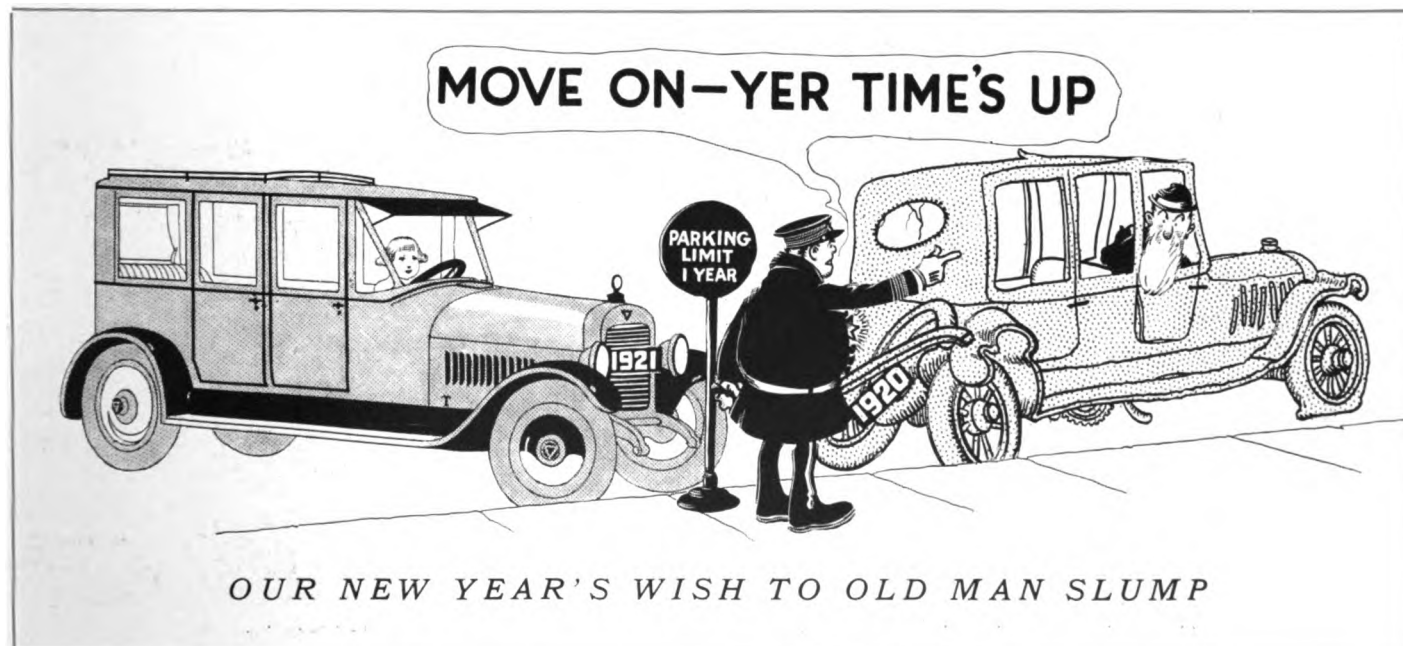
(3) Because this misconception permitted by interpretation on the part of the anxious salesman that might be varied to suit the requirements of the moment. Oh! the regrets those promises made when closing a sale have brought!

(4) Because any "Service Station" is nothing more than a "Repair Shop" operated as an adjunct to a valuable merchandising establishment. Therefore let's call a spade a spade.

(5) Because nothing re-acts to the detriment of cordial relationship between merchant and buyer as much as misunderstandings. They are the seeds of dissatisfaction.

(6) You can keep on thinking up reasons, but these are a few of the big ones. The effect of the elimination of the word "service" should be quick to appear. We prophesy that it will never be regretted and that the results will exceed expectations.

(7) F. E. Stuyvesant—who has the organization, equipment and nerve to get what he goes after is the man mentioned in the first paragraph.





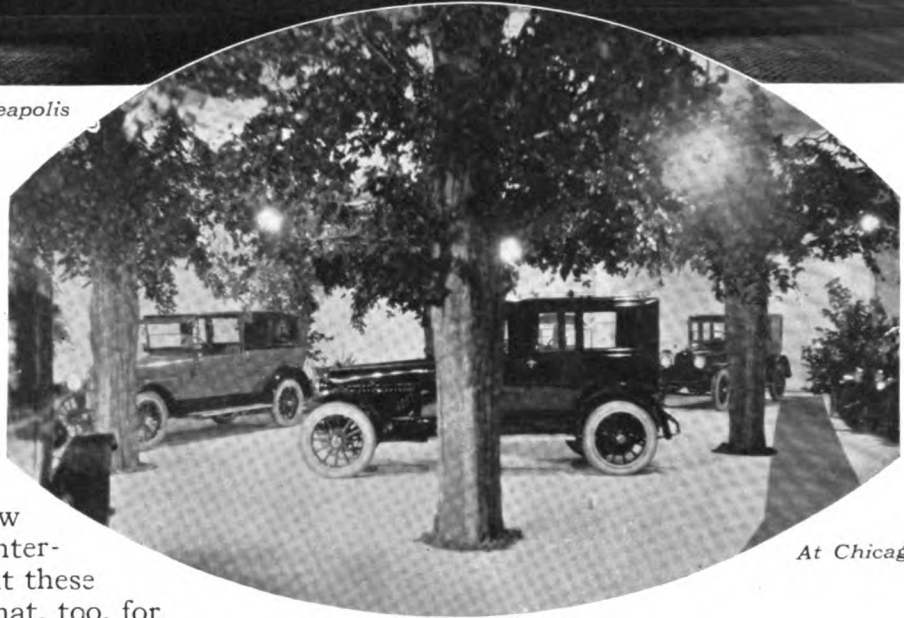
Minneapolis

Special Winter Shows Boost Sales

MANY Hudson and Essex organizations throughout the country have put on special shows during the past few weeks, and it has stimulated interest and closed many sales. But these shows have done more than that, too, for wherever a distributor or dealer has gone to the work to design and put on such an exhibit there has been a decided increase in enthusiasm noticeable in the whole organization. More than anything else it has gotten the minds of the dealer and his salesmen off "conditions," that much abused and overworked word these days.

At the top of this page is reproduced the attractive winter setting of the Twin City Motor Car Co. at Minneapolis. Trees, icicles and artificial snow were used in abundance, and only closed cars were shown on the floor.

Chicago, on the other hand, set its cars in a grove of "trees" and announced a closed car



At Chicago

week. During the six days of the exhibit two Hudson Coupes, five Touring Limousines, three Sedans and two Essex Cabriolets were sold. No attempt was made to keep a record of the number of people who visited the salesroom, but the floor was crowded most of the time. Many good prospects were obtained and several closed car sales have since developed from the efforts of the week.

Below are two very attractive windows of the Bemb-Robinson Co. at Detroit, where for two weeks a special closed car exhibit behind these painted windows was conducted. The net result was twenty-seven retail orders.



The artist painted his landscapes on strong sign cloth and at night the lighted interior behind them intensified their beauty.

The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, JANUARY 1, 1921

NUMBER 3



HUDSON MOTOR CAR COMPANY

CABLE ADDRESS
HUDSONCAR

DETROIT, MICH., U.S.A.

December 27, 1920.

TO ALL MEMBERS OF THE
HUDSON AND ESSEX FAMILY:

The year 1920 has been a successful one for Hudson and Essex factories, distributors, dealers, salesmen—in fact everyone in any way identified with Hudson and Essex product. It has been an eventful year for the industry. All motor car organizations have been put to the test and some have been found wanting. Hudson and Essex, however, in common with many others, have clearly demonstrated that they have plenty of strength to weather a storm such as that through which we have just passed.

The Hudson factory beat all its previous records for volume by showing sales in excess of \$50,000,000, thereby making good the slogan "The world's largest selling fine car." The Essex in the second year of its history did a volume of more than \$33,000,000. This is wonderful proof of Essex quality and popularity. It should cause everyone to beware and "Watch the Essex."

The past year has enabled the factory to add to its facilities—physical, financial and otherwise. We are now in position to build more efficiently, more economically and better. During the same period distributors and dealers have strengthened their position through the addition of facilities and men. And during 1920 both Hudson and Essex cars have done much to increase their popularity and much to make them more than ever the outstanding cars in their respective fields. Because of all this, we feel that our unlimited confidence concerning the coming year and the future is well founded, and we believe you share this confidence with us.

Therefore, it seems opportune at this season, and we welcome the opportunity, to express to every member of the world wide Hudson-Essex organization our full appreciation of the part you have played in making 1920 a successful one for Hudson and Essex.

The entire factory organization recognizes and appreciates your loyalty, enthusiasm and success. And every member of this organization extends to each and every individual in any way connected with the big Hudson-Essex Family best wishes for a happy and prosperous New Year.

Yours very truly,

HUDSON MOTOR CAR COMPANY

ESSEX MOTORS

General Sales Manager

BIG FAMILY GOSSIP

In previous years one of the most interesting features of *The Triangle* was the Big Family gossip page. Its columns were filled with interesting personal items about members of the Big Family. It is to be carried on again for the same purpose, but if it is to be well filled then the Big Family must get busy and send in the gossip. Let the items printed under this heading be the means of letting every member of the Hudson and Essex family get better acquainted.

Is Cotton Cash?

PLANTERS, bankers and business men have all ways referred to cotton as a "cash crop."

At the present time this term does not altogether apply.

There are many planters and cotton growers who have cotton, which they cannot convert into cash or credit.

Beside food and clothing there are other things that the cotton grower needs or wants, which he cannot obtain without cash or credit.

To many an Automobile is an absolute necessity. We have on hand a good stock of "used cars" that are good cars, mechanically good, not as good as new, but above the average used car. These cars are priced to sell for cash according to values on today's market.

By cash, we mean cash or bankable notes.

If you are placed in this position and need a car, we make you this proposition:

We will sell you one or more of these cars for part cash and part cotton or for all cotton.

The cotton to be shipped to Memphis and classed by any cotton factor agreed upon, the price to be Memphis market or better.

Our resources are such that we can hold such cotton until a demand makes it marketable for cash.

Memphis Motor Car Company

Hudson and Essex Distributor in This Territory

Established 1907

Here is an advertisement that the Memphis distributor used to offer used cars to holders of cotton. It did produce results.

Tulsa Essex Sets a New Mark—72½ Miles in 79½ Minutes.

ALL motor car speed marks from Tulsa to Cushing, Okla., were broken by Perry York, service manager for the McClelland-Gentry Motor Co., when he drove a stock Essex roadster 72½ miles in 79½ minutes, at an average speed of 54.5 miles per hour.

The run was made in a heavy, early morning fog, slippery roads, and the usual heavy Saturday morning traffic on the highway made the race a hazardous and difficult undertaking, but all the more remarkable, because of these handicaps.

Essex also holds the local speed records from Tulsa to Collinsville, Tulsa to Oklahoma City and Tulsa to Sand Springs.

WHEN The Bennington Garage exhibited "The Trail of the Arrow" in a local theater in Bennington, Vt., there were scores of people present who rarely or never attend motion picture shows.

Thanks to the Essex, the Pictures Were Printed.

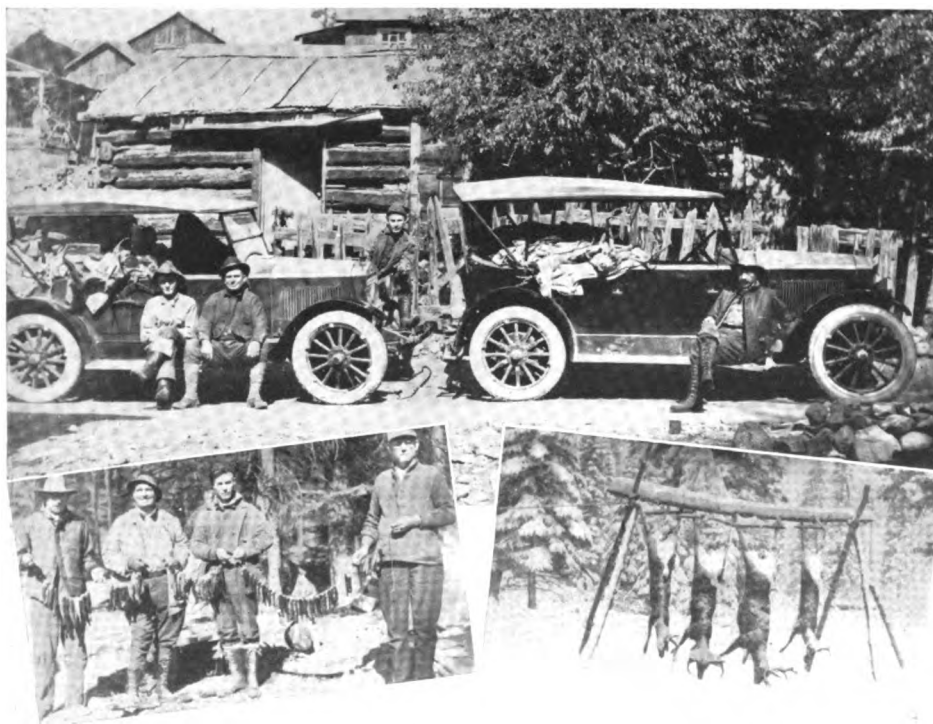
IOWA'S record making Essex added another star to its long list recently when Paul Swearengen, of the Hudson-Jones Co., went from a football game from Ames to Des Moines, 36½ miles in 40 minutes, bringing with him the staff photographer of the Sunday Capital and pictures of the game to be used in an early Sunday edition. This is the same car that went 1061 miles in 24 hours over Iowa frozen roads last winter and set a new road mark that has not been equalled.

DO you remember the story of Mrs. Peirce and her companion who crossed the continent from New Jersey to California in their Essex? Here is an interesting sequel. O. H. Newman, Essex dealer at Belmar, N. J., writes that he sold Mrs. Peirce the car and that it was his original demonstrator. At first she hesitated about purchasing a used car to make this trip until she saw the condition of the Essex.

GREENSBURG, Kansas, to Los Angeles, is 2009 miles via the Santa Fe Trail. E. R. Smith and three passengers made it in his Hudson in nine days comfortable driving. "We camped en route," said Mr. Smith; although the roads through Northern Arizona and New Mexico were the roughest I've been over, our Hudson made it in fine shape. My Hudson is not only economical on tires, but I get splendid gasoline mileage. With camp outfit and passengers the car was pretty well loaded but I got well over fifteen miles to the gallon.

A Few Words About That Picture Beneath.

E. G. PERRY of the Lone Star Motor Co., El Paso, Texas, sends in the group of pictures below to show how Essex owners enjoy themselves. The hunting trip appears to have been extremely successful. Both cars were driven by their owners, who because of the satisfaction given by the cars have each purchased their second Essex.



TOOLS

By "RIP"

PERHAPS the most deceiving thing about a repair shop is the general appearance. Appearances count, they say. Sure they do; but they don't count most.

The thing that really counts—the only thing—is *good work*. "Fixing" not "faking." The prettiest, cleanest place of business is a liability if it can't deliver the goods.

Size up your Repair Department from this angle. Is the exterior a bluff? Is the waiting room decorated to match the class of satisfaction the occupant waits for?

There may be foot stools on the floor for "milady," but how about Bill and Hen—the boys up in the shop—fixing her car? Are they still trying to take off hub caps with a pipe-wrench? Well, that may be stretching it a bit too far, but it illustrates the point.

Good Shop May Be In Barn

The first consideration of a shop is not the front door and the glad hand. Some of the best repair jobs I have ever seen have come out of sheds and barns—comparatively. Last spring I was driving an Essex Roadster along some fast roads in Florida—following Ted Sides of Jacksonville. I was watching for cops—not the oil gauge. The oil suction pipe broke and I never noticed it until I heard it—a rod bearing. It was not near any big town, so I thought we were sure out of luck and had a long "tow-party" ahead of us. I didn't even expect to find an Essex dealer near. To my surprise a mechanic from a little shop did the job out on a grass plot in less than two hours—a good job that lasted through the night, 200 miles, averaging 35 miles an hour. But you should have seen that boy's tool kit. He had the right wrench for everything; an arbor to fit a new rod bearing too, so that it was *right* before he bolted it in place; even had the right size cotter pin for the rod bolt.

There was a Hudson-Essex dealer and he had a repair shop that equalled any found in a big metropolis—for class of work.

If that little shop (it would only hold two cars at a time) could boast a real mechanic with real tools, why shouldn't it be possible to find the same class of work and equipment in every little town?

Have a Real Tool Crib

The only reason I see is that this particular dealer was wide awake. He knew how necessary it was to his business. He was not bemoaning his inability to get a good mechanic—he had gotten one—probably from some fellow who claimed he couldn't get good men! It is most gratifying to find these little towns with 100 per cent repair shops—and there are many. I found a couple more before I got out of Florida that trip. And on my way back to Detroit I saw many big shops where one could hardly have trusted the same job without fear that it would not be done right—

Continued on next page.

THE HUDSON TRIANGLE



Vermont and California

FROM opposite ends of the continent come these pictures of new Essex accomplishments. At the left above is the famous old white wheeled Essex that stirred up so much commotion in Vermont during Essex

Week. Here we see it climbing Woodford Mountain, and while other cars tried to follow, the nearest any of them came to the mark it set was five miles away.

The automotive editor of the *San Francisco Examiner* took an Essex Sedan over the Ukiah-to-Tahoe route recently. One of the most interesting sights on the trip was near Leesville when the car passed these thousands of sheep shown in the picture above. The sheep were travelling on the hillside, in lines uniformly ten feet apart, straight as an arrow, and exactly parallel.

The smaller insert below shows the Sedan crossing Cash Creek, which at this season is so deep and swift that light stages drawn by horses will not essay it. Twenty feet from one bank the water piled over the Essex hood. The only preparation made was to close the radiator shutters and tape the band around the generator and the opening of the oil-filler tube.

Continued from page two

because there was no evidence of the tools—especially an arbor for fitting bearings!

Now, this all brings us back to the title, "tools." Let us make 1921 a campaign year for equipping our shops properly.

Put in a real tool crib—buy some real time-saving tools to put in it. Institute a system of checking them out to your men so they won't get lost and stolen. If your whole shop is run carefully—from the superintendent down—the men will be careful. Tools won't be stolen as much as you expect if the policy of your shop is carefulness and good workmanship!

Only good workmen appreciate good tools and equipment—and good workmen aren't thieves. To say that such a thing "can't be done" in the repair business is to admit your failure to operate a good shop.

The Special Tools listed by the factory are only a few of what a shop really needs; they are tools which we use in our own shops—hence we can supply them to you at comparatively small cost. A few are specially designed for repair work and are purchased in such small quantities that the cost is higher. But you are getting circulars and catalogs in every mail from concerns that specialize in tools. Don't consign them to the "W. P. B."—send them to your shop foreman; maybe it's just what he wants. Many a shop is harboring a genius unknowingly—because that shop and its executive head has been too stingy to buy good tools, or to let the men make up a few special ones.

Tools Every Shop Should Have

It has been common practice for some manufacturers of cars to furnish a tool kit containing all kinds of special wrenches that an owner would never use;—but they were necessary in a degree because the particular adjustments for which they were intended could only be made with a special wrench. The tool kit was searched by the shop when the owner went in to get that particular adjustment made. Usually, the wrench remained the property of the shop, or the mechanic! Now, this system is wrong. Such wrenches should be kept in every shop. The owner need not carry them around until time comes to use them, and then have them "appropriated." He never uses them—why carry them around?

Here is a list of a few "Specials" that must be in every shop—no matter how small: Tappet wrenches, Valve lifting tool, Drain plug wrenches, Clutch filling funnel, Oil reservoir socket wrench, Exhaust packing nut wrench, Connecting rod wrist pin clamp screw wrench, Rear wheel drive shaft nut wrench, Rear wheel bearing wrench, Hub cap wrench, Spark plug socket wrench, Radiator hold-down bolt nut wrench, Socket wrench for brake upper adjusting nut, Thin end wrenches for brake lower adjusting nuts, Distributor contact screw wrench, Wrist pin expansion reamer, Stepped arbor for connecting rod bearing fitting, Feeler gauge metal in long strips for fitting piston, etc., Cylinder head stud nut wrench, Differential bearing nut adjusting wrench, Pinion shaft nut adjust-

ing wrench, Pinion shaft lock nut wrenches, Main bearing stud nut wrenches, Connecting rod bolt nut wrenches and Water pump gland wrench.

With these and the usual shop tools almost any kind of a repair job can be done. Without them the best mechanic has small chance of turning out a satisfactory job.

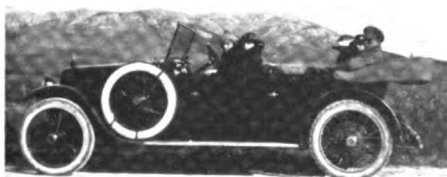
Many shop men are going to read this article; they are going to say I haven't half covered the matter of shop equipment. True! To those who know the rest, I suggest that they study these notes and go to their employers with the whole story as it applies to their own particular shop.

Get the Shop In Order

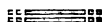
It will be a good 1921 resolution—to get together more often with the big boss on shop matters—show him all the time that shop investments along certain lines are profitable; a shop is also absolutely necessary—let's have the best possible—equipment, tools, men and working conditions—leave out the frills until these are realized and are installed to stay.

An Essex owner in a big city proudly pointed to his car one day and said—"Look at her!—seventeen thousand miles and never in the shop for repairs. What little she needs I do myself. Some car!"—Sure. Never in the shop. That was the reason he was so pleased. And, unfortunately, it's true of many owners in many cities—the less they go to the shop the better they're pleased.

Let's change this for the good of the business—our business—Hudson and Essex. It's not an original thought—plenty are at work on it. Let our dealers be in the front rank—not with the stragglers of years to come. For those stragglers the future holds too much discontent and failure. Let's keep ahead of the times just enough to stay successful and happy.



At Every Port



In Every Clime



NEVER a mail is sorted, but it brings to the factory some tribute or testimonial to the worth and qualities of Hudson and Essex cars in foreign lands. All are interesting but they can not all be printed for lack of space. This week an entire page is given to foreign comment and while it will be of greater interest perhaps to foreign dealers, it should be equally so to those here at home.

For over ten years now the Hudson family has been growing steadily, until it reaches into every nook and cranny of the world where motor cars are sold. In country after country Hudson and Essex stand first as the fine cars owned by the ruling and leading families.

The two larger photographs at the top of the page were sent from Sumatra, and they show the arrival of a shipment of Essex cars at Belawan. At this port every car is uncrated carefully and examined by the custom officials to see if there isn't something new that they can levy a duty on. The native chauffeurs are very proud of their Hudson and Essex cars. They say it makes them great personages in the eyes of the native populace.

The smaller photo of the Hudson at the left was taken in the mountains of Uruguay. The one opposite shows Sir Walter Davidson, governor of New South Wales, arriving at the Parliament House in Sydney, in his Hudson Super-Six.

The *Australian Motorist* of October carries a very interesting story of the victory of a Hudson Super-Six in a petrol consumption test. H. Walker in the Class A Members Event was first, carrying eight passengers and full touring equipment. The

test was conducted under the auspices of the Royal Automobile Club of Victoria, and the course was a trying one, being up hill all of the way. Walker's car, loaded, weighed 5,198 pounds and his petrol consumption was 36.2 ton miles per gallon.

Further victories in Australia for Essex are also reported, by Dalgety and Co., of Sydney. In a hill climb through the Galston Gorge to Sydney, of all cars entered the three Essex cars were the only ones that were not boiling when they reached the summit. In the privately owned class, the Essex finished first on formula.

In "*De Auto*," the leading motor paper of Holland is published this letter, from a Dutch owner:

"In consequence of a report in "*De Auto*" concerning the Essex about beating records from San Francisco to New York, I feel induced to complete the same.

"Since January this year I am lucky to possess an Essex car. I am using it for my business every day. With this car I have covered more than 32,000 K. M. without accident (about 25,000 miles).

"I am daily starting my motor between forty and fifty times, refusing not to be thought of, squeaks and rattles in body or springs are excluded, use of gasoline 1 on 7. With a speed of 70 to 80 K. M. per hour the car absolutely holds way and easily a swiftness of about 105 K. M. an hour is being reached.

"As a motor-driver of the 'old guard' (I am driving for 20 years already) I am daily astonished at this marvellous product of motor technical region."

Essex Wins Sweeping Victory in South African Hill Climb

Essex cars triumphed in what the *South African Motorist* terms as the Transvaal Automobile Club's biggest competition — the Jan Meyer's Hill Climb, just outside of Johannesburg. On formula H. R. Wickens' Essex No. 13, shown below, was first and his Essex No. 3 was third. On time the two Essex cars finished again in the same order. It was a distinct victory, for in the test on formula there were 28 cars entered—14 different American makes and 6 British. In the contest for fastest time 21 entries were recorded. In each case only two Essex were entered, while of one American make of car there were four entered.



The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, APRIL 15, 1921

NUMBER 4

To All Members of the Big Family—

YOU WILL BE interested in learning that our production is coming along in pretty good shape. From present indications April shipments will approximate the special allotments now in force. In May and June we should be shipping on a basis that will remind you of "old times."

Reports reaching us show a nice steady improvement in our business in most parts of the country. There are a few exceptions of course, but improvement is noticeable even in some of these bad spots. So taken all in all, our business is quite satisfactory. But, of course, what we all are interested in is in *keeping* our business that way. It seems quite evident that business will tax our production possibilities for the next few months, but what about the rest of the year? Isn't now the time for us all to do everything we can to help underwrite our future business?

In line with our fixed policy we are constantly refining our product. We sincerely believe we are shipping a better product today, both Hudson and Essex, than ever before in our history. And it is our firm purpose to adhere closely to this policy of building *good cars*.

We have increased our advertising program—for example, beginning in May, we appear in the Saturday Evening Post every week. We are increasing our budget in other directions, details of which will be announced later. We feel confident that our copy will be pleasing to you and will draw prospects to your salesroom.

Then, too, we are going to do more in the way of sales promotion work. We intend to fully acquaint every salesman with the many strong characteristics of both Hudson and Essex cars. We want to make *The Triangle* the mouthpiece of this institution. Won't you watch for it and read it?

But having accomplished these things and others, our efforts will fall short of the mark unless we enjoy the fullest co-operation of *every* individual member of the Hudson and Essex family. Therefore we appeal to you for your loyal and enthusiastic support in a campaign to make this another good solid year for Hudson and Essex.

Believing you will be glad to unite with us in this movement, we make the following suggestions:

KEEP OVERSOLD—It is tough luck to sell a car only to have the order cancelled later because of inability to deliver promptly, but after all the only way to keep up a steady flow of business is by

keeping oversold. You can book many orders for future delivery and a lot of them will stick. Your customer's deposit or used car will make him hesitate about cancelling and will make it the more difficult for the other fellow to get him.

The customer who cancels his order because of delayed delivery, will undoubtedly buy a less wanted car. He is still a good future prospect. He will be back some day for the car of his first choice. You can't afford to lose track of him.

KNOW YOUR PRODUCT—We hear so many claims for the other fellow's product that some of us perhaps have a tendency to underestimate the true value of our own. If you or any of your organization are in any sense lukewarm, now is the time to resell yourself, and given half a chance, the product itself will do the job for you. Ride in it, drive it, consider its many good and exclusive features—sell yourself any way you please and then sell every other member of your organization. It is most important that you know your product thoroughly.

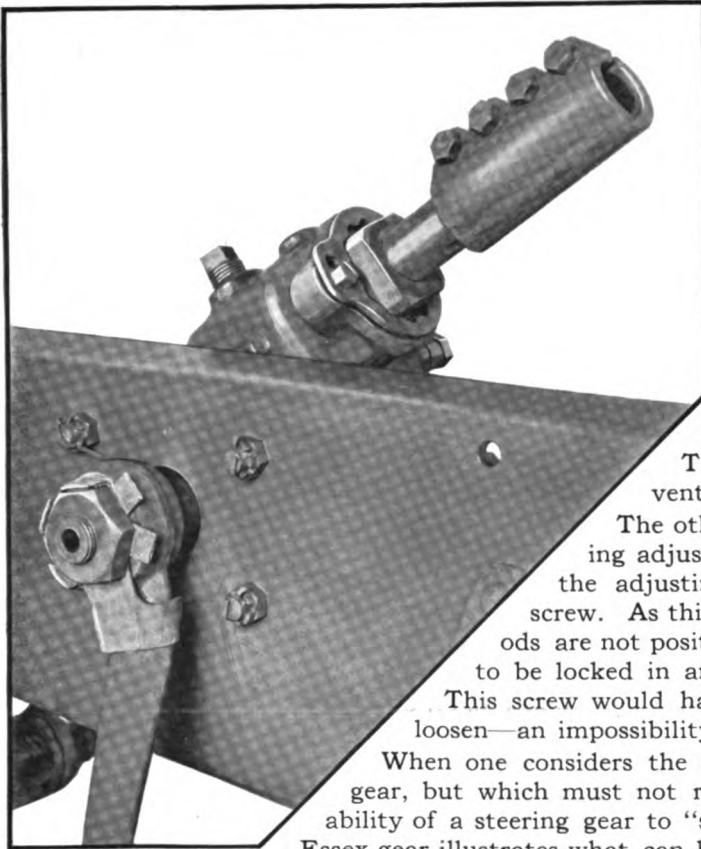
SERVICE—Each year an increasing percentage of your sales will be to your old customers. How important it is, therefore, that you keep in constant touch with them. If you are to retain their business you must make certain they are receiving the service and satisfaction to which a customer is entitled. Are you doing all you can to establish a permanent and pleasant relationship between yourself and these owners or are you letting some of them drift away? Therein lies the foundation for a lot of your future business, and some of it is near by. No matter how old or shabby his car, nor how unreasonable the owner may be, he is your best prospect and to treat him other than as a good customer is most expensive.

SET A TASK—If the boss hasn't established a quota for you, go after him for one. Ask him how many cars you can get. Then set a task—so many cars per day, week or month—and *go after it*. Now is the time to give our business a momentum that will help carry it through the year. We want to do everything we can to help you, and we will welcome any suggestions you may care to offer.

Let's all of us know our product, watch our service—set a task and keep oversold.



General Sales Manager



Safety and Durability in Essex Steering

TWO of the many unusual features of the Essex car are illustrated herewith.

It is most important that the steering arm, above anything else, never be allowed to come loose on its shaft. From the illustration you will see to what pains the Essex has gone to insure safety.

The Essex method of locking the nut which secures the steering arm is a soft steel washer with ears which are folded over the nut and also around the arm itself. This is more positive than any cotter pin, which is the conventional way.

The other feature is the Essex system of locking the thrust bearing adjustment at the top of the steering gear housing. As a rule, the adjusting nut is clamped—or split and jammed with a small set screw. As this nut always has a tendency to loosen, such locking methods are not positive. So Essex uses a special washer which allows the nut to be locked in any position and which is secured by a strong cap screw. This screw would have to be sheared off before the adjustment nut could loosen—an impossibility.

When one considers the shocks which have to be transmitted through a steering gear, but which must not reach the steering wheel itself, it is apparent that the ability of a steering gear to “stay put” depends upon just such details of design. The Essex gear illustrates what can be accomplished by unstinted effort to give the purchaser the best, and is just one of the many points a salesman should know. These features are almost exclusively Essex.

Catalogues and Literature

Detail Specification Sheets Now Ready

The distribution of Hudson and Essex catalogues this year has been handled entirely through the distributor. In previous years the factory shipped to both distributors and dealers, but it often developed that dealers received too few catalogues or too many. Unquestionably the distributor knows his dealer's catalogue wants better than the factory, and so the distributor has been shipped a sufficient supply of catalogues to take care of all immediate needs.

It has never been the thought of the factory to distribute catalogues broadcast to prospects. Even the practice of giving them out generally at automobile shows or in sales-rooms to every one that calls is not regarded as always being the best to do. Rather, it is felt that more interest can be aroused if the prospect is mailed a catalogue, together with a good strong sales letter. General mailing of catalogues to a list of names is wasteful.

There have been requests received for more detailed specifications. Sheets containing this information, and of a size that admits inserting in both catalogues can now be furnished. Distributors will be supplied upon request. Dealers should advise their distributors of the number they need.

There is now in the process of preparation several new pieces of Hudson and Essex literature, including two new catalogues, describing and illustrating all of the models in more complete detail. These will be shipped as soon as they can be printed.

Newspaper Advertising

Over \$1,000,000 was spent by the factory and its distributors and dealers in newspaper space in the year just past—by far the largest appropriation of any automobile manufacturer for this type of advertising.

This year copy has been going out regularly and has been used regularly—evidence that Hudson and Essex dealers realize the value of

newspapers to reach their markets. Copy will continue to be mailed out, a month's supply at a time, the size and its appeal depending upon sales conditions.

The first week of May will see Hudson and Essex copy running each week in the Saturday Evening Post. The schedule calls for a full page each week and pages in the Post cost \$7,000 each this year. The full plans of the advertising program will be outlined in another issue of *The Triangle*.

The Used Car Situation

The strength of the present new car selling market is further emphasized by the rapidity with which used car stocks are being liquidated throughout the country. It has been proven conclusively that there is a well defined general demand for both new and used automobiles. The substantial prices that used Hudson and Essex cars bring indicate that these two cars still maintain their leadership, as they always have. It is noticeable, too, that the number of Hudson and Essex cars offered for sale in the second-hand markets and used car show rooms is limited. Hudson and Essex cars apparently do not grow old.

Let This Be Your Motto

“I defy any man to ask me any question about my business that I cannot answer correctly and truthfully.”

The descriptive articles to appear regularly on this page, explaining the many features of Hudson and Essex design and construction, will make it possible for every reader of *The Triangle* to translate the words of the above quotation into actual practice.

Sales and Stock Reports

A Few Words About Their Importance

Each week dealers are called upon to supply their distributors with a report covering the week's actual retail sales—each month with a detailed stock report of all cars on hand, showing deliveries made by model, and unfilled orders.

The dealers' reports are combined by the distributor and forwarded to the factory. Dealers can well appreciate how important and of what great value these reports are to the factory when furnished complete.

These reports enable the distributor to apportion his cars to the best advantage and they assist the factory in arranging a building schedule conforming as closely as possible to distributors' and dealers' requirements. In that way, the reports are a definite help to every dealer.

Dealers can co-operate by seeing that these reports are always furnished promptly to their distributors and in as complete and accurate form as it is possible to obtain.

Cord Tires

Specifications for cord tires have increased so much recently that it seems doubtful if we can fill them all this month. For a short time, therefore, we may be compelled to equip some of your cars with fabric tires where cords are specified. This will be a temporary situation only, and in the near future we will be able to supply cord tires in all cases where specified. Because of this, dealers should give their distributors advance notice as to their tire requirements.

Sedan Production

Because of production difficulties, shipments of both Hudson and Essex Sedans have been quite limited. We are glad to report that the situation is now improving, and indications point to reasonably heavy shipments in the near future.

Letters from Owners—Do They Pay?

THE use of owners' letters in automobile salesmanship is not new, for if you will turn back the pages in your *Triangle* file you will observe that letters from owners have always been given the careful consideration that they are entitled to.

Owners' letters are valuable, and they should be used in as large a way as it is possible to do. Nothing sounds quite so good as to hear an owner tell how much he likes his Hudson or Essex, and if you can get him to put these thoughts on paper so that you may show his letter to others, then so much the better and stronger is his endorsement.

It is with this in mind that the advertising department has started another campaign among distributors and dealers to bring in as many letters from Essex and Hudson owners as can be secured; compile them according to territory, type of performance or owner satisfaction, and then re-issue them to the entire Family for the help of Essex and Hudson salesmen.

There is just one kind of owner's letter desired—the one that rings true—and no matter how brief or lengthy it may be, it must be a bona fide document if it is to carry any weight with a prospect.

Letters should never look inspired, nor solicited. The letter that starts with an "in answer to your request as to how I like my Hudson car," might as well never have been written. You may argue that many owners never think of writing unless you request it, and that is so, but

you will be able to find plenty of satisfied Essex and Hudson owners who will sit down and write or dictate a straight-from-the-shoulder letter that will carry a genuine sales message to your prospective buyers.

The owner's letter campaign just starting will be kept up until every distributor and dealer has sent in as many Essex and Hudson letters as he can obtain. These letters should come preferably from people who are fairly well known, whose word carries with it all the weight that you wish it to.

They should be from owners who have had ample opportunity to drive and appreciate their cars. The types and classification of owners by business or occupation should be as wide as is possible to obtain. The letters, too, should state the model of the car, for remember sales are not limited to one model. Letters read easier if typewritten, and of course if the owner is in business or is a professional man or woman, then it adds to its appearance and value to have it written on the firm stationery.

Complete details for obtaining letters from owners, how to use them effectively, and how the factory intends to co-operate in this campaign to bring in the printed word from the owner—all these points are covered in the letter that is going out under separate cover to distributors and dealers.

All Hudson and Essex salesmen are asked to co-operate in this owners' letters campaign to the fullest degree, for they will reap the benefit.

What an Arkansas Minister Says About His Essex

Few automobile owners will take the time to tell you about their cars when everything is going all right. Here is a letter sent direct to the factory by an owner.

The Essex Motor Co.,
Factory Headquarters,
Detroit, Michigan.

Gentlemen: I want to make a report of a remarkable record and splendid work of one of your Essex Touring Cars. I think it is such a fine record and so very unusual that it would be well for you to make use of the same in your various ways of advertising this good car, which, for me at least, has proved most satisfactory in all respects. I have tried the ——— and ——— cars, but will always stand by the praise of the Essex car; I believe it is the best medium-priced car on the market today, and everywhere I find owners of an Essex, I hear the same story. My car is Factory Number 20237, and was purchased through Case & Co., Agents at Bradentown, Florida, on Dec. 29th, 1919. Since that time, I have moved from Florida to Jonesboro, Arkansas. The remarkable record is that during all of this time, now something over 13 months, I have never had to pay out one cent for repairs, up-keep or motor trouble; I have never had a puncture in my tires; in fact the extra, or spare tire on the rear, has never been called into use. I am so very proud of this good showing for the Essex that I not only want the men at the Factory and Headquarters to know about it, but I want the general public (if you care to use the information) to share in the good news. With all good wishes for you and the Essex Automobile, and again expressing my thanks that my eyes were turned to the Essex in 1919, I am,

Most cordially yours,

REV. NICHOLAS RIGHTOR,

Rector St. Mark's Episcopal Church, Jonesboro, Ark.

These Are the Kind of Letters that Can Be Used to Help Sell Cars:

Car in Fire, Given Up as Total Loss—Still Runs and Gives Satisfaction.

Mr. R. L. Diggs, Manager,
T. C. Power Motor Car Co.,
Helena, Mont.

Dear Mr. Diggs:

I want to again compliment you and the builders of the Essex car purchased from you in April, 1919.

My car, as you know, was in the Central Garage when that building burned, at which time it had done 6,470 miles at an upkeep cost of a little less than \$15.00.

Following the fire, and while waiting appraisal of the fire loss, the water in the radiator and engine jacket froze, owing to which fact the car was rated at a total loss. However, the extra large radiator capacity absorbed the frost expansion therein while it blew out the safety plugs in the engine, leaving no permanent damage to either. A small expenditure turned the fire-wreck into a serviceable runabout truck with the addition of an extra leaf in the rear springs, with which I now haul supplies from and to my ranch, and loaded or empty it takes a Hudson or better car to pass me on the 60-foot roadway between the foothills and city limits, some 10 miles, while an additional six thousand miles has been running up on the speedometer which now reads 12,470 miles.

Essex! Excellence!! Efficiency!!!

Yours very truly,

N. D. HILGER,
Rancher, Helena, Mont.

Owner's Super-Six No. 217 Has Gone 53,504 Miles and It Runs Better Every Day.

Hudson Motor Car Co.,
Detroit, Michigan.

Messrs:

You have recently been asking in your ads why Hudson Super-Six owners are satisfied. Here is the reason ONE owner is:

I own Super-Six engine No. 217. Obviously you had made but 216 Super-Sixes before mine, and, since your output has run into six figures, I have rather an old car. It has travelled 53,504 miles, over all sorts of roads, good, bad and indifferent. It did 400 miles once in 9 hours and 20 minutes actual running time. It has had the hardest, roughest usage, but always good upkeep. After all this, what is its present condition?

The engine has the same sweet roar it always had. It will ascend any hill on high that any new car on the market will go up. A short time ago I pushed the speedometer up to 85 miles per hour on a country road. It is still a dependable servant every day, takes rain, shine, mud and boulevards, with equal good nature, throttles down or picks up quickly in traffic—in fact performs as it did the day it rolled from the factory as engine No. 217.

This is MY reason for never giving a covetous glance at another make of car. When I need a new car I will get it, and it will be another Super-Six. But old 217 has lots of useful life ahead.

Yours truly,

DR. H. S. BREVOORT,
Coffeyville, Kansas.

Takes His Car Over 8,000 Miles of Cactus Roads and—Well, Read His Letter.

The Judith Motor Company,
Lewistown, Montana.

Gentlemen:

I beg to state that I have one of the Essex five-passenger touring cars, which I purchased from you last May.

This car was used in my geological work by my surveyors and was practically on the road continuously in the northern part of the state where the roads are very poor. I was somewhat prejudiced against the Essex car when I purchased this car, but I have been converted into a "booster" for the Essex seeing what this car has done in the past summer and the roads it had to travel. I believe very few cars would have stood up the way this car has done. I have had no outlay on the car in the way of breakage and have the same tires that I got with the car with the exception of the extra tires. I have had one or two adjustments on the tires, but outside of that I have had no outlay, and as I say, the same tires that came with the car are still running. I have run the car over eight thousand miles and eight thousand miles would be equal to sixteen thousand miles on good roads as we were driving over cactus and over country where there were no roads at all.

I am thoroughly pleased and satisfied with this car and intend in the spring to purchase another one for my geological work and surveyors.

Yours very truly,

GORDON CAMPBELL, Geologist,
Lewistown, Montana.

Be Able to Answer Prospect's Questions

At the motor car shows during the past few months it was noticeable that many retail salesmen were not thoroughly familiar with the prices of the various models they were trying to sell. Some had to refer to their memorandum books before they could quote a delivered price on a standard car. Few were able to quote a price including extras, such as bumpers or a spot light, without consulting someone or referring to a price list.

It is a decided advantage to any salesman to have this kind of data thoroughly fixed in his mind. Otherwise your prospect may think you have more than one price, or while you hesitate, he may get his mind on other subjects.

You should be able to supply this kind of information on the spot—definitely, positively and without hesitation. Thorough knowledge gives you added confidence. It is pleasing to the prospect. Just try it and you will be surprised how it will help you.

Dead Men Buy No Cars

Out in Topeka, Kansas, a man died recently and left in his will the strange request that a copy of the Topeka Capital be delivered to his grave each day for the next 20 years. There were probably a lot of business men who laughed when they read about it, and yet they may be sending out sales letters regularly to addresses that are just as dead from a buying point of view as this late citizen is in Topeka. If a letter is worth mailing at all it is worth the time and effort to see at least that it will reach some one, regardless of whether that person ever buys or not.

Clean out the dead wood this Spring in your mailing lists.

Hudson Distributors Stand High

The annual election of the National Automobile Dealers' Association, is a tribute to Hudson Distributors and a recognition of their standing. Jesse A. Smith, Hudson distributor at Milwaukee, is the new President of the National Association. William H. Brace, of Kansas City is Second Vice-President, and Thomas Botterill, of Denver, and George E. Wray, of Shreveport, La., are Directors, and all are Hudson Distributors.



Bought It in 1910—Has Gone Over 200,000 Miles and It's Still a Good Hudson

Looks old fashioned doesn't it? The picture was taken six years ago, but the car is still in service and its owner, Louis Peters of Pleasanton, Nebraska, is just as enthusiastic as he was in 1915 when he posed for this photo. Owner Peters purchased this first model Hudson early in 1910, and he has driven it over 200,000 miles. Last year he made a trip to Colorado and back without trouble. It is the only car he has ever owned.

You Can Never Tell When---

JOHN SMITH was a motor cars salesman who lived on a good residential street in a large sized city. Most of his neighbors owned motor cars. Some he knew to speak to, but the majority of them he didn't. He drove to the salesroom every morning, attended the daily sales meeting and went out with a list of prospects, or took his place on the floor.

When the sales manager had a tough prospect he sent Smith and Smith generally sold him. But he never brought in many names himself for the prospect list. He was a good closer but a poor getter.

He would have started at the end of the block and pulled door bells on his own street if he had been told to do so, but it never occurred to him that right among his own neighbors might be men who would buy a motor car. He was always looking for more imminent prospects, the man who had signified out loud that he was ready to buy. That was his meat. And still he was considered an exceptionally good salesman.

Frank Jones, a brother salesman, on the other hand rang door bells whenever he got a chance. He called on everybody within a radius of several blocks. He had previously been a life insurance and a real estate salesman. He took rebuffs lightly and set the names ahead in his tickler file. Several bought from him, they said, "just to get rid of him."

He knew that most of his prospects wouldn't buy for several weeks, and maybe months and that some might never, but he knew that much, and that was more than Smith knew. Jones was ready when the buying period did reopen. His lines were laid, and the door bells all tested.

Smith and Jones are both selling cars this year, but because competition is keener, and all salesmen are working harder, Jones is pretty apt to be the winner of the gold medal when the sales contest finishes, because his motto is and has always been:

"Get ready for business tomorrow by paving the way for it today."

The best advertisement you have in your town is a satisfied owner. What he says about you and Hudson and Essex cars carries more weight than anything you or the factory advertising can ever say.

What Boston Tells the Buyer Who Has a Used Car to Trade In

"YOU are thinking of getting a new automobile but you propose trading in your old car on the new machine.

"This method of procedure is all right, but a little advice just at this time may prevent you making a poor deal in this matter of trade-in.

"Do not be misled with the idea that the people who offer you the most for the old car are giving you the best deal. Quite on the contrary, you are probably getting considerably the worst of it. Cars of real merit and honest value do not allow a long trading margin, like the many over-priced cars which permit their agent to offer you a big price for your second-hand car.

"And there are quite a number of cars on the market to-day that are made to sell to people who want a lot of money for their old car; that is, there are a lot of cars on the market

to-day which are purposely overpriced. He can give you the long trading price, but he certainly can not give you the greatest value in the new car.

"Most people have an exaggerated idea of the market value of their old car. A very good way to determine the real value of a car is to take it to a second-hand dealer and get from him a quotation. His price is just about 80 per cent. of what it is really worth.

"Then using his price as a basis, go out and select your new car.

"Make as good a trade as you can for the car which you really desire to own. In the long run you will be money ahead on a transaction of this kind. No automobile dealer can afford to allow any more for your old car than it is actually worth, and at the same time give you honest value in the new car. Service and the concern you are doing business with is a big asset."

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, MAY 2, 1921

NUMBER 5

***"The Motor Car has become an Indispensable Instrument in our Political, Social and Industrial Life."*—President Harding,**

In Message to Congress, April 12.

THOSE of you who read President Harding's first message to the 67th Congress, delivered before the joint session of both Houses on April 12th, probably noted the very important phrase quoted at the top of this page.

But did the full significance of these words impress you?

Remember, first, that they come from the President of the United States and that they do not constitute simply his private opinion as a man, but are uttered to the world in his first public message for the guidance of the new Congress.

There is much more in these words than just a message directed to Congress—there is much more in them besides a message to the Public.

They constitute a specific message to *all of us* in the Motor Car Industry.

First it is recognition—deserved recognition—of the progress made in the development of efficient transportation units. Such recognition is gratifying. It will help materially in many directions.

But let us not overlook the fact that in these words of the Chief Executive there is also RESPONSIBILITY. He states that the Motor Car *has become* an indispensable instrument. That means that it is a necessity *now* because it has proven an economical means of transportation—both for merchandise and for passengers.

To *maintain* its place as an indispensable instrument the Motor Car must *continue* to be an economical means of transportation—must, in fact, become increasingly economical.

Now how does that responsibility affect the big Hudson-Essex family?

It may seem at first that it is something which entirely concerns the factory. It may appear that making our cars more and more economical is a manufacturing problem only.

A big part of it is. And that part we willingly accept, for as you well know it has always been the policy to constantly improve and refine Hud-

son and Essex cars, so that they may give longer and better service to their thousands of owners.

There are thousands of Hudsons that have served for years at a minimum outlay for upkeep; and Essex, too, in its two years has convincingly proved the right to lay full claim as a unit of economical transportation.

But Hudson and Essex dealers have also their part to play in fulfillment of this responsibility. They should know their product. Not its talking points only, but its *working* points as well. Every customer should leave a dealer's store with a clear picture in his mind of what the health of his car depends upon, and *why* it will pay him to remember those things. A few minutes extra spent in explaining "care" may save him many hours necessary for repairs—and many dollars. That is one phase of economy.

And likewise they should know the man that buys and drives the car they sell. Not just as long as he is considering buying his car—but *as long as he has it*, remembering that a sale is never closed until the customer returns to buy again. Take an interest in him. It will be economy for you and *him*. It will repay you without a doubt.

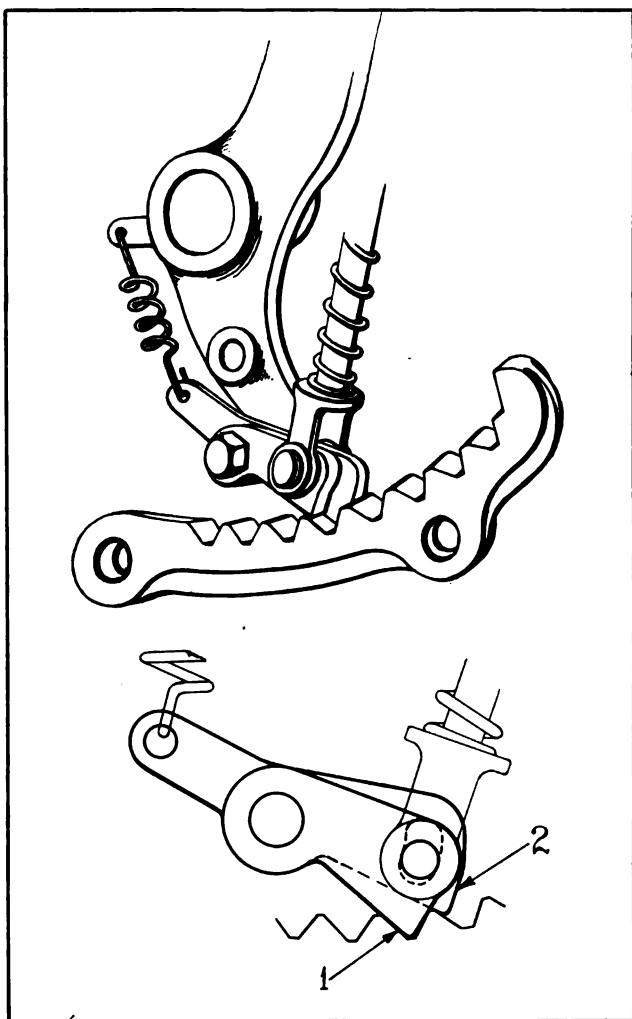
Finally you should *know your shop*. Keep an eye on the work being done. See that your men have the proper tools to *work with*. Keep posted on up-to-date methods. Install them. If it pays your customers to have you do this work it will pay you. The more your methods please the more the owner will like his car—and there is no greater advertisement than a satisfied user.

Let us take as our watch words the words of the President—that, "The Motor Car Has Become an Indispensable Instrument in Our Political, Social and Industrial Life" and let us take it upon ourselves to make that more and more a reality.

A handwritten signature in dark ink.

General Sales Manager

THE HUDSON TRIANGLE



Security and Ease of Operation in Essex Emergency Brake

MOST emergency brakes are either fitted with ratchet teeth which are too small and wear out quickly, or they are too big and will never catch in the right place. These are serious defects.

Note how the Essex construction improves upon others. The ratchet is big and strong; a forging, heat-treated. The teeth are big enough to last forever.

The pawls are double (see lower illustration). One is slightly ahead of the other, consequently it gives the same result as the small teeth as far as movement is concerned. This makes the brake easy to set and easy to release — but absolutely safe and durable.

Salesmen in hilly territory will appreciate this point, especially where cars must be stopped outside homes or offices which are on steep grades.

The reliability and ease of operation of the Essex brake construction make strong selling points.

The Value of Being Alert



FRED SCHMIDT, Hudson-Essex dealer in Westfield, Mass., needed a place of business. Good ones were scarce, but Fred was not daunted by that. He purchased the old church shown in the upper corner of the picture and now has a modern, up-to-the-minute Garage and Show-Room. The inside of Schmidt's new place is well arranged and very attractive.

It Always Gets There

Baldwin & Flynn, Hudson-Essex dealers in Winchester, Ky., give us the following interesting little story.

"On the night of February 21st, an Essex again proved itself by coming from Lexington, Ky., to Winchester, Ky., through the deepest snow which has visited this part of the country in a long time. In many places the car plowed through drifts which partly covered the headlights. In one place there were two cars stuck side by side in the middle of the road. But even that didn't stop the Essex. It went up a steep bank and around them.

"The Essex was the only car able to get through."

The three elements of successful merchandising are Knowing, Telling, Showing—and of these, KNOWING your product and your prospect is the most necessary.

The only kind of a dealer that can advertise just "Service" and get away with it, is the one with a reputation of long standing. If you have a well equipped shop and an efficient shop force advertise it as such—some of your potential prospects may be glad to know it.



Owners' Letters Campaign Progressing

ALTHOUGH the new campaign to secure Owners' Letters was only announced in the last issue of *The Triangle*, the Big Family has already started to respond and several good letters have been received. No doubt after a few more days they will be coming in thick. If every section of the country is represented by letters we will be able to produce, for the use of everyone in the field, a really effective "Evidence Book."

Selling by Evidence is one of the most effective ways, because it clears away any doubt in the prospect's mind about the fairness of the things told him by the salesman. Let us help you "Sell by Evidence" by sending in several good Owners' Letters, which we can compile and send out in striking form.

Here are two more good examples of the type of letter which makes the strongest appeal.

Eight Months—15 Thousand Miles —No Repair Bills

Hudson Motor Company of Illinois,
Chicago, Ill.

Dear Sir:

I wish to write you to let you know that I am claiming the record for any Hudson Super-Six that has ever been turned out from the factory; by that, I mean that I have driven my Sport Model 010 eight months; gone fifteen thousand miles; have never been in a service station; never had the carbon removed; never had the valves ground, nor have I paid one cent out for repairs.

The original set of tires are still on, and look good for five thousand miles more; average twelve miles a gallon on gasoline; throttle down to one mile an hour on high, and can do better than seventy in the same gear.

I am not going to have a thing done to this engine as long as it runs as wonderfully as it does; and shall keep you posted from time to time as to the mileage, etc.

I think this is a wonderful record, and doubt if there is any other car, no matter what make, that has been turned out from the factory to equal it.

With kindest regards, I am

MAURICE M. FIELD.

High Gas Mileage—Low Upkeep —Easy Riding

Mr. Chas. Conover, Schiear Motor Car Co.,
Third and Perry Sts., Dayton, O.

Dear Sir:

The car which I bought from your Mr. Luen is a bear.

While I am quite familiar with the motor car I never before experienced the smoothness which the Essex Motor has.

We drove to Lima and back over Sunday, one hundred and sixty (160) miles, and our gas average was twenty and one-half (20½) miles per gallon. Although some of the roads are very bad I did not change gears going or coming. That is something I cannot say of other cars I have owned.

The whole car seems well balanced the way it holds to the road. I like the controls which are operated from the seat; also the way the car is lubricated.

The car rides easy and operates very easy. The big hit the car made with me was that I did not get at all tired in the eighty (80) mile one way drive.

I will highly recommend the Essex car to anyone who enjoys a good car with a light upkeep.

Respectfully,

C. S. HUBER.

Motorcycles to Motor Cars, and What They Did the First Year

The first year's record of Nuss Brothers, Hudson and Essex dealers at West Homestead, Pa., is an interesting one. The story of their growth and the spirit in which J. Howard, Sales Manager and member of the firm writes to *The Triangle*, is good evidence of the success that may be expected from this organization:

"As dealers for Hudson and Essex automobiles in Homestead District and devoted readers of the *Hudson Triangle*, I would like you to tell other dealers throughout the world of our success during our first year selling Hudson and Essex in a territory where neither car had ever been represented by a local dealer.

"Before, we had been in the motorcycle game for ten years, selling Reading Standard and Harley Davidson Motorcycles. After we purchased a property on our main street 25' x 110', we decided we had room to take on some good automobile, and began looking for one to suit. We were both used to riding motorcycles, and no cars seemed to have enough pep to suit us, until one of my brothers rode in the Essex, which he said was the nearest to a motorcycle for pep of any automobile he ever saw.

"We signed with the Eddie Bald Motor Co., of Pittsburg, for Homestead and vicinity, a territory of about 18,000 population, and in our first year, we sold 21 Essex and 10 Hudson Super-Six Automobiles, with prospects for double that amount this year. Now we are looking for more room."



For those who hold regular shop meetings, an interesting subject is: How many reasons for an engine mis-firing? We have heard of as high as twenty-one—how many can you figure? The more you think about it the more interesting it gets. It is a subject which thoroughly understood will save your shop and your customers considerable expense.

California Police Like Essex



THERE is an increasing desire of many municipalities to equip their police departments with motor cars that combine reliability and great endurance with plenty of speed and power. It was these qualifications that decided Chief Ben W. McLendon of Long Beach, California, to specify an Essex for the use of his officers in responding to alarms. It is interesting to note that in other parts of California, too, the Essex has found favor with guardians of the law. At San Bernardino we find a Traffic Officer, whose beat is up and down the mountains and over the famous "Rim of the World" road, covering his route in an Essex roadster. Six of the California State Police also drive Essex roadsters.

THE HUDSON TRIANGLE

R. C. Frampton Heads Dealers' Association

Reynolds C. Frampton, president of the Hudson-Frampton Motor Car Company, St. Louis Distributors of Hudson and Essex, is the new president of the St. Louis Automobile Manufacturers' and Dealers' Association. Mr. Frampton was elected at the annual meeting of the Association which was held at the Claridge Hotel in St. Louis on April 11.

Would You Buy From Yourself?

Some morning, we suggest you walk to your business place and imagine yourself one of the many thousands who want to own a car.

Then coldly and critically size up your store and ask yourself: "Would I go in here to buy? What is there to invite my confidence—and trade?"

Go inside the store. Check yourself up again. Go clear through your whole establishment with that question in mind: "Would I buy here?"

Is your store inviting? Does it properly identify you as a Hudson-Essex dealer? Does its appearance offer an argument to the man or woman who has read Hudson or Essex advertisements and, consciously or unconsciously, is looking for the dealer who sells them?

If it does not do these things, you are handicapping yourself in selling cars.



There are still a number of so-called mechanics who don't know that a nut can be drawn up too tight. A wrench with too long a handle, or too much "beef"—results in the

stud or bolt being stretched—all tightening ceases as soon as this happens and danger begins. This is a most important thing to watch on cylinder heads—rear wheels—hubs—hub flanges—main bearings, etc. It applies to any bolt or screw, however, and should be one of the methods whereby a foreman can size up the ability of his workmen.

State Highway Commissioner Picks an Essex

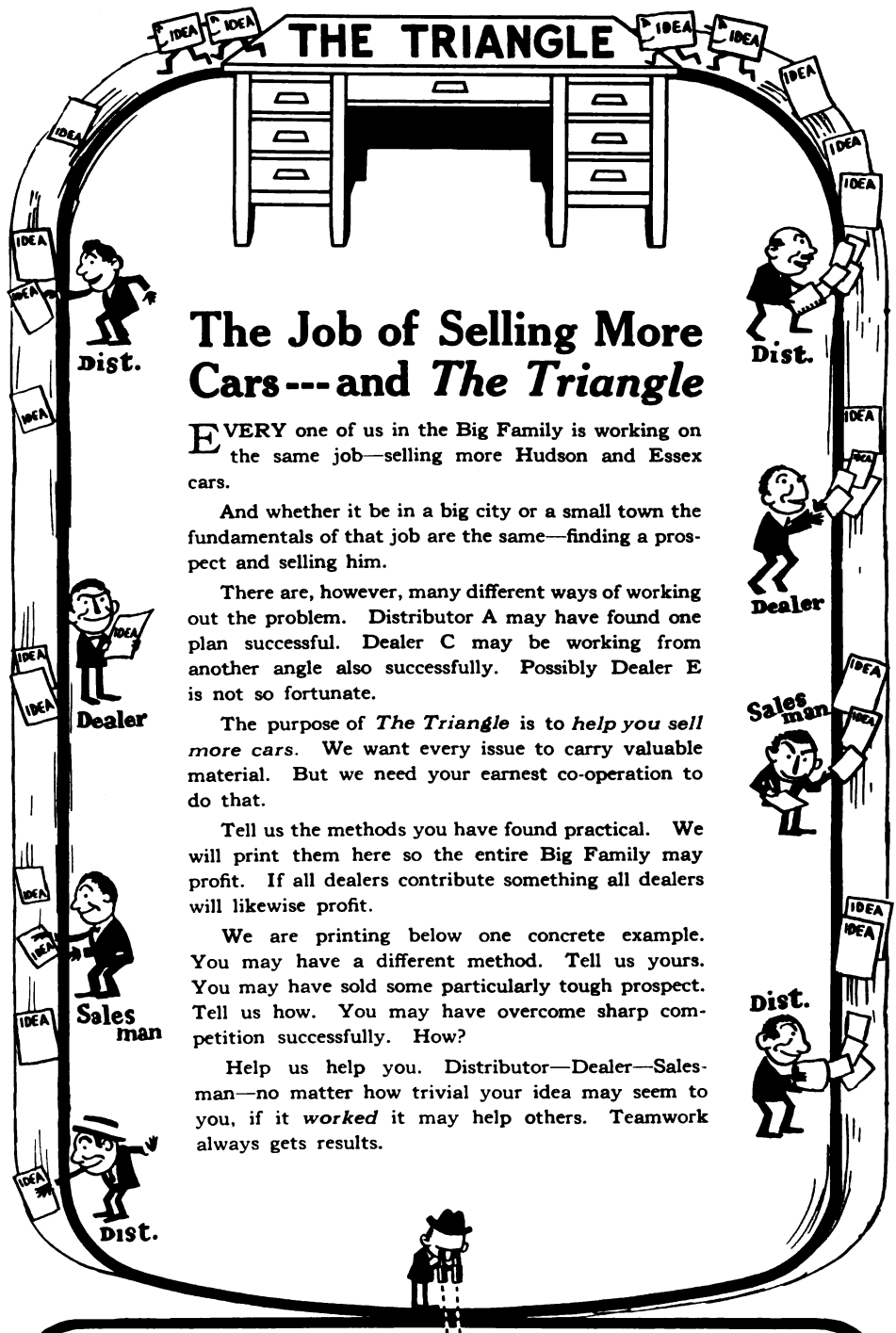
Professor Thurman W. Dix, of the Engineering School of the University of Vermont, who has just recently been appointed State Highway Commissioner in Vermont, has selected an Essex car for use in his new work. Professor Dix picked the Essex after a very thorough consideration of the merits of several cars.

Study the Hudson-Essex Advertisements

Beginning May 7 there will be an advertisement in the Saturday Evening Post every week—May 7 on Hudson, May 14 on Essex and alternating in similar fashion thereafter.

Each member of the Big Family will find it worth while to read every one of these advertisements carefully. Each contains real selling talk—points and thoughts which you can use in your personal work to advantage.

Keep in touch with all the advertising the factory does. Read the newspaper copy as well as the magazine copy. Point the advertisements out to prospects—cut them out of the Post and put them up in your show rooms. Use every point they bring out.



The Job of Selling More Cars---and *The Triangle*

EVERY one of us in the Big Family is working on the same job—selling more Hudson and Essex cars.

And whether it be in a big city or a small town the fundamentals of that job are the same—finding a prospect and selling him.

There are, however, many different ways of working out the problem. Distributor A may have found one plan successful. Dealer C may be working from another angle also successfully. Possibly Dealer E is not so fortunate.

The purpose of *The Triangle* is to help you sell more cars. We want every issue to carry valuable material. But we need your earnest co-operation to do that.

Tell us the methods you have found practical. We will print them here so the entire Big Family may profit. If all dealers contribute something all dealers will likewise profit.

We are printing below one concrete example. You may have a different method. Tell us yours. You may have sold some particularly tough prospect. Tell us how. You may have overcome sharp competition successfully. How?

Help us help you. Distributor—Dealer—Salesman—no matter how trivial your idea may seem to you, if it *worked* it may help others. Teamwork always gets results.

How Boston Gets Prospects Into the Show Room

IN Boston they were not satisfied with the number of prospects being brought in by the salesmen to look over cars.

The system of giving each salesman so many names to call on and follow up did not seem as resultful as it should have been. There was no good way to check the efficiency of salesmen's calls. The result was that the show room was generally pretty empty of visitors and, when one was brought in who was still undecided, there was not much force in suggesting the wisdom of buying early to escape a shortage when no one else seemed to be buying.

That problem was solved in this simple way.

Each salesman was definitely instructed to bring in *three* prospects to the show room every day.

This was not a hard job for the boys when they started out with that definite determination in mind. And it resulted in the following:

First, the show room was always well occupied. There was a brisk air of business and success about it which was very noticeable and was commented on by many.

Second, the salesmen, with a definite object in mind went at it very determinedly and in that way undoubtedly improved their approaches and sales talk.

Third, the undecided prospect, when shown the crowd of other buyers, easily saw the wisdom of making his selection while cars were still available.

Fourth, the Sales Manager was better able to help in closing hard prospects.



The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, MAY 16, 1921

NUMBER 6

Selling the Second Car

JUST how many automobile salesmen do you suppose consider as carefully as they might all of the possibilities of their "second car" market. Each year the number of car owners who buy their second, third or fourth car is constantly increasing. This year, we are told, something over two million new cars will be needed to take care of the renewal buyers alone.

Think then how strongly fortified is the dealer or salesman who has taken steps to insure that the owners he once sold will come back to *him* to buy again.

Let us consider the "second car market" among Hudson owners only.

There have been something over 100,000 Super-Sixes sold in the last five years. And the average owner probably begins considering the purchase of a new car after three years' service from his present car.

Based on an estimate of that kind there must be pretty close to 30,000 present Hudson Owners ready to buy again.

If only 75% of that total were again sold it would alone account for a pretty substantial year's output.

When you sell a new car you do something more than gain an immediate profit. You lay the foundation for future profits. And if you build on that foundation by keeping in touch with that owner, by helping him with advice and instructions, by providing reliable maintenance and repair facilities for him, by teaching him to

depend upon you as *his dealer*, then you will weave around him a strong but invisible cord—the appeal of his self interest—which will lead him back to you to buy again.

It was not Idealism alone which coined the phrase: "a sale is not closed until the customer returns to buy again." It was nothing less practical than good business.

The building of any business depends for its greatest success upon the customer who returns to buy again.

And it is not in our minds to suggest the necessity of giving a lot of "free service" or doing unprofitable repair work, to hold the customer. Such is not the case.

The thing the customer wants is *dependability*. And few owners object to paying a fair price for good care and workmanship.

You can hold the customer by demonstrating that dealing with you is an economy because of your qualifications for handling the work. And you can make a good profit in doing it.

The second car market is worthy of every salesman's strongest efforts. The constant follow-up of present Hudson and Essex owners should be consistently carried out. Spasmodic effort will fall short.

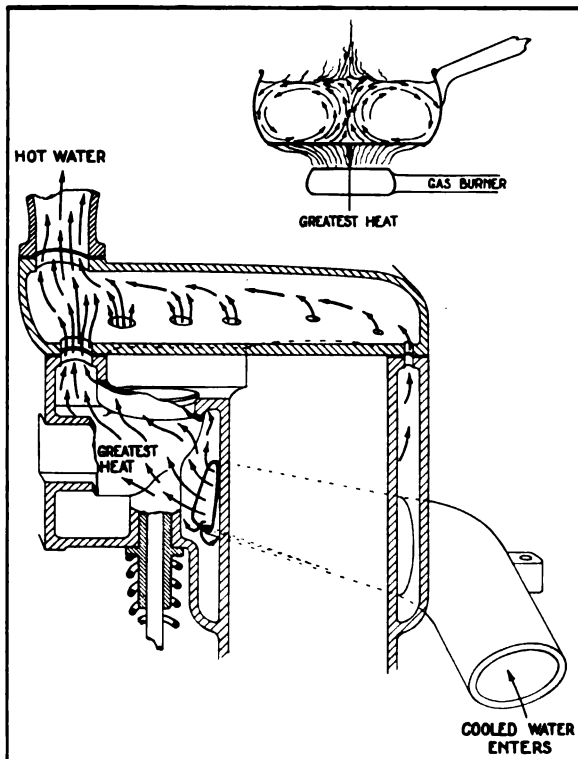
O. H. McCormack

General Sales Manager

The Essex Cooling System is Patented

FEW cars enjoy the distinction of a patented cooling system. Yet, the engineering principles on which the Essex is founded might be expected to include a feature of this kind.

The basic principle is the "thermo-syphon," which in this case means the automatic movement of the cooling fluid due to its temperature. Most people are aware of the fact that hot water rises because it is lighter than cold water. The boiling of water in a pan is the best demonstration of this principle. Only the more observant have noted that it rises—or circulates—more rapidly where the heat is greatest. Note the illustration.



In an engine the greatest heat is found at the point where the heat is not used up, that is, the exhaust side of the combustion chamber and the exhaust valve pocket. So the water will boil more easily and consequently circulate faster at these points. On the opposite side of the jacket some of the heat is used up by the working stroke of the engine, and the incoming cool mixture also helps to keep down the temperature generally. So the water will not move as fast on that side.

Remembering this fundamental principle, it is apparent that if the jacket were open—like the pan of water—the circulation would be a turmoil until the entire body of water above the cylinder was hot enough to rise upward and boil over as in the pan of water; then the exhaust side would be too hot.

In the Essex patent design you will note that the flow is restricted so as to hold back the water until it can heat up sufficiently to cause it to rise to the head, but the holes vary in size. Thus—at the cool side—the holes which are small prevent the flow upward until the water is at the same temperature as on the hot side. On the hot side the holes are larger in proportion to the greater heat transmitted to the water. So the rate of flow upward is the same all over the cylinder head, but the amount flowing is varied according to local requirements.

The outlet pipe is directly above each point of maximum flow, so that the circulation will be in one direction only, with no turmoil or back-circulation within the cylinder jacket itself. In this way the water can be made to circulate just as fast as could be accomplished with a pump—as soon as it warms up.

The efficiency of this system lies in the fact that the engine cooling water does not circulate until it heats—consequently there is practically no waste of time in heating up to efficiency temperature. Secondly—when warmed up, the entire cylinder head is kept at the maximum temperature—with no hot spots to cause trouble.

This patented system, coupled with the shutters on the radiator, makes it possible to get maximum power and economy. The elimination of the pump, pump drive, stuffing boxes, etc., is an economy in the upkeep of the car—less parts, less trouble. The unrivalled reliability performances of the Essex engine on such long distance endurance trials as the 50-Hour Cincinnati Record and the Transcontinental Records is an endorsement of the perfection of this patented cooling system.

When You Can't Call—Telephone



NE of the very best means you have for prompt and thorough contact with your prospects is sitting right at your elbow on your desk—waiting to be used.

The telephone has proven, time and again, an efficient sales tool if intelligently used.

It is not to be expected that you can call up a prospect at random and then and there sell him a car. You probably could not make a sale by personal solicitation that way.

The telephone is a *tool*. You have other sales tools, such as personal calls, letters, newspaper advertisements, demonstrations, displays, etc.

The carpenter does not build his house with a hammer alone. He makes use of everything he has to facilitate his work.

The telephone gives you a method of contact with prospects which is valuable.

It fits in between personal calls. It makes appointments for those calls or for demonstrations. It directs attention to your advertisements or to your displays. It sounds out new prospects when a call is inconvenient. It offers a means of keeping present owners interested by a friendly inquiry about the condition of their cars.

It is a *tool*, let us repeat, part of your selling kit. A natural and modern way for facilitating business. Many dealers have made it pay big dividends by consistent use.

Just try it—not spasmodically, but as part of your selling plan.



Figures for Your Fleet Prospects

RALPH CERF, a Wholesale Grocer of Los Angeles, recently purchased the six new Essex Roadsters shown above because the five Essex Roadsters he previously owned were so satisfactory.

Here is the record of the "five." Judge for yourself. In Service Sixteen Months; highest mileage, 27,000; lowest mileage, 13,000; highest expense on any of the cars was \$86.20; the average for all five was \$43.85; the city-driven cars made an average of from 14 to 16 miles per gallon, making from 75 to 150 stops per day; the country driven cars made an average of 18 to 20 miles per gallon; the oil consumption was so small Mr. Cerf kept no record of it.

There is real sales ammunition for you in these figures. They will convince other prospects just as they convinced Mr. Cerf. Note the very good mileage per gallon of gasoline, also the low average expense. The five cars were not coddled a bit. Mr. Cerf's men had to get over the ground—and they *did*.

THE HUDSON TRIANGLE

Letters Like This Will Sell Cars for You

READE the letter we have reproduced here. It is a splendid testimonial to Essex, entirely unsolicited and full of strong sales material.

Note how Mr. Huffman reached his decision to buy. The sales talk and the demonstration had impressed him favorably. He wanted just one thing more—the opinion of the owner.

But he asked *ten* owners—not just one—and he got *ten favorable* opinions.

You can make use of this letter in your selling. It is the kind of Evidence that overcomes the last hesitancy on the part of the nearly sold prospect. It is especially strong because of the originality shown by Mr. Huffman in getting his proof. Possibly your prospect will want to try it for himself. So much the better.

The more letters like this you can secure from your owners the better prepared are you to close the sale.

We have received a number of good letters in response to the request in the *Triangle*. There are great possibilities in this work. The more letters received, the stronger will be the assembled Evidence, for your use.

TELEPHONE MAIN 842

JOHN D. HUFFMAN
CONTRACTOR AND BUILDER
1826 WHITTIER AVENUE
SPRINGFIELD, ILL.

April 28, 1921.

Hudson Motor Car Co.,
Detroit, Michigan.

Gentlemen:-

This spring when I was looking for a car I was undecided just what to buy. I liked the appearance of the Essex—liked its ability to step by the higher priced cars—like its manner of easy performance and comfort.

The car gave perfect demonstration but I wanted to find out what an owner would have to say about it. I stopped ten different Essex owners and asked them how they liked their cars and what service they were getting and how long they had been driving them, etc.

Every owner was a booster. These cars had been driven from ten days to eleven months. They were so enthusiastic I could hardly wait until my car was delivered to see if what they said was true. My car is sure a "whiz" and I have had no trouble with it whatsoever.

Yours very truly,

J. D. Huffman

J.D.H.
A.C.W.

Sales and Service Go Hand in Hand



A REAL Salesman sells his article *properly*. The Owner actually *knows* what he has bought and what to expect.

Selling an automobile properly includes knowledge of operation, points of economy, how to assist in obtaining maximum performance, and last, but most important, the Service Policy back of the car. The Salesman makes the first sale but the Service Department keeps that car "sold" and is largely responsible for other sales resulting.

An instruction book is furnished with each car. A thorough study of this book will enable a salesman to give the owner correct information as to operation, economy and performance.

The importance of clearly explaining the Service Policy back of the car cannot be over emphasized. Too many times a misunderstanding of the term "Service" has resulted in either the owner becoming very disgruntled when presented with a bill, and possibly becoming a "lost" customer entirely, or the Dealer absorbing the loss.

A real Salesman knows what he is selling. Acquaint yourself thoroughly with all angles so that misunderstandings will be largely avoided. This co-operation will mean satisfied owners and profitable transactions.

Summed up it means co-operation with the Service Department—the fundamental asset of sales.

Try This on Your Street

At a convention of salesmen for a certain manufacturer the "Star" Salesman was asked to tell the others how he operated.

The "Star" looked nothing like the popular idea of a "leading salesman." In fact he was very ordinary looking. Rising in his place, he said, with some embarrassment:

"I don't know that I have much of a method to explain. I first call on all the first floor prospects; then I call on all the second floor

prospects; then I call on all the prospects in the basement."

With that he sat down.

Not a brilliant sounding plan for a "Star" Salesman. But how it does strike at the heart of the selling problem.

He let no possibility for business escape him. First floor, second floor, basement—he saw them *all*.

Thoroughness always counts. And in any job of successful selling, covering the ground thoroughly is a necessity.

Encourage Tire Care

It is obvious that the fewer annoyances and delays, regardless of cause, experienced by Hudson and Essex owners, the greater will be their contentment and pleasure—the better boosters will they be—the better "repeat order" prospects.

Probably the most common source of Motor Car annoyance is tire trouble. And in the very great majority of cases tire trouble is the result of neglect and abuse.

It is sound business, therefore, to recommend and encourage fair treatment for the tires. If they have sufficient air at all times, if wheels are kept in alignment and bad tread cuts are promptly sealed up, most of the petty annoying delays and repair bills will be eliminated.

And Owners, remembering chiefly months of smooth uninterrupted service, are better satisfied—more solidly "sold"—surer repeat buyers—more helpful advertisers.



Do Circular Letters Pay?

"I know of two sales I have made by getting my customers interested in these letters and has put me in contact with lots of others."

W. H. ROGERS GARAGE,
Ranger, Texas.

"I believe I derive more good from these letters than from any other form of advertising."

J. H. HOFFMAN,
Muskogee, Okla.

"We receive more inquiries from this form of advertising than all others combined."

NUSS BROTHERS,
West Homestead, Pa.

DEMONSTRATIONS

IN THE days before the automobile the man buying a horse looked him over carefully, listened to the enthusiastic praise of the seller, and then asked that the animal be led at a walk and a trot so that his "action" could be seen.

In this way the buyer secured visual evidence supporting or refuting the claims of the seller. And the effect of that visual evidence either closed or killed the deal.

It would seem wise to make sure you were offering your car prospects strong visual evidence by a proper demonstration. Hudson first applied the demonstration idea to the selling of automobiles.

You hear a good deal about demonstrations today from other manufacturers and, well used, it is one of the strongest selling tools.

You have the cars—make the most of their performance.

A good demonstration consists of more than simply taking the prospect for a "spin around the block." A poor or careless demonstration is really worse than none at all.

"Have a Definite Plan"

Work out a definite plan for all demonstrations. You know you can depend fully upon your car and that no apologies or excuses are necessary.

It is well to remember that high speed is but one point—in some respects of much less importance than others. If your prospect happens to be interested in the speed or hill climbing qualities of another car—then you can quickly show him what a Hudson or Essex will do.

But usually such prospects are much in the minority.

The average prospect is more likely to be interested in the points of the car with which he will come in constant contact in his daily use.

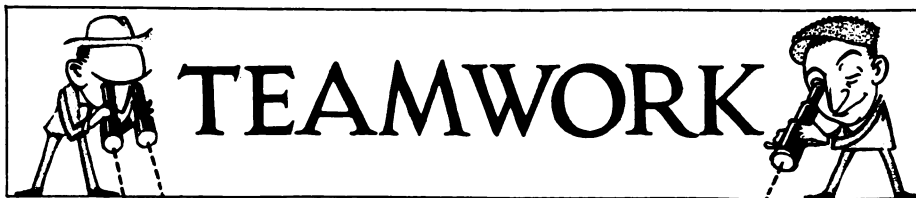
"Show the Points Most Used"

For example, while he will seldom use high speeds, you can demonstrate acceleration, on a straight away if you prefer but more convincingly, we think, through heavy traffic or under every-day driving conditions.

There are other things which you can and should demonstrate, such as easy riding, something which all owners appreciate. Or you can call the prospect's attention to the seating comfort; to clear vision; to the brakes; and to ease of control.

With a car always ready for use you have the means of giving the strongest kind of support to every claim you make.

Don't overlook the advantages of a good demonstration.



Philadelphia Believes in "Knowing Your Product"

THE following is from the Gomery-Schwartz Motor Car Company, Philadelphia. It speaks for itself:

"Naturally, we have been working from every conceivable angle to increase sales. The suggestion was made that it would be a good idea to refresh our minds with the mechanical details of the Hudson and Essex. We believed that we were so thoroughly sold that we were taking for granted that the public was also fully acquainted with the different points of superior construction and design.

"With this idea in mind, we set aside one evening a week. Every member of the sales force, as well as other members of the organization, who come in contact with the public, get together every Wednesday evening. At these meetings, Mr. Hamilton, the Sales Manager, first gives a general sales talk, touching upon any new selling angles and reviewing the sales talk used in 1916 and 1917. Then Mr. Yerger gives a talk on some unit of construction. The first week was the motor, featuring the crankshaft and the carburetor; also calling attention and enlarging upon the importance of the dash control; the second week, the rear axle was discussed, and this week we went over the steering gear and other minor details. In order that every point is thoroughly understood, we have a chassis, and numerous parts on display at each meeting.

"It is not the idea to fill the salesmen with a lot of mechanical information to argue with his prospect, but rather to instruct him in such a manner that he can easily and enthusiastically bring out these points forcibly to the prospect. The prospect can then make his own deductions when comparing our product with others.

"We have also taken into consideration the fact that we have new members in our organization who have not learned the story of the Hudson as we did in 1916.

"The salesmen are very enthusiastic over these meetings and report instances where these talks have helped in closing a sale."

Meet Jacksonville's Auto Saleswoman

The Bacon-Ryerson Co., Jacksonville, Florida, recently announced an automobile saleswoman, the first in that city and probably one of the few in the country.

She is Miss Betsy Merritt, who is very active and successful in the sale of Hudson and Essex cars for the Jacksonville distributor. Her special favorite is the Essex cabriolet.

Miss Merritt, who is an experienced driver, and combines a strong personality with graciousness and charm, is much in demand to demonstrate and explain cars to women customers.



The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, JUNE 1, 1921

NUMBER 7

The New Prices *A Second Reduction in Eight Months*

HUDSON AND ESSEX prices have again been lowered, and every Hudson and Essex salesman can now take full advantage of this double reduction.

Effective June 2nd, all prices have been reduced \$150, and so in eight months the factory has lowered prices on Hudson models \$350 to \$600 and on Essex \$350—both substantial savings for your prospects.

You now have the opportunity to complete that sale with the prospect who has been waiting for a lower price—who was ready to buy when the Hudson or Essex “came down.” Such prospects you should call upon immediately.

There is also the man who cancelled his order, who has not bought any other make of car. Many such orders can be reinstated—never forgetting that, if this prospect has been a Hudson or Essex owner, he has a feeling of loyalty toward the car, and that, even though he has cancelled, it may be only a postponement.

There will be new prospects, too, but your easiest task should be to renew interest in the buyer who was once “sold,” but procrastinated only because of the price. These prospects should be your first market.

You will emphasize, of course, at all times, the great value and real quality that Hudson and Essex offers at these reduced prices.

To point out the double price-reduction, and the value to be obtained at these lower prices, and to take full advantage of the summer selling period now at hand—that is the job that confronts every Hudson and Essex salesman today.



General Sales Manager

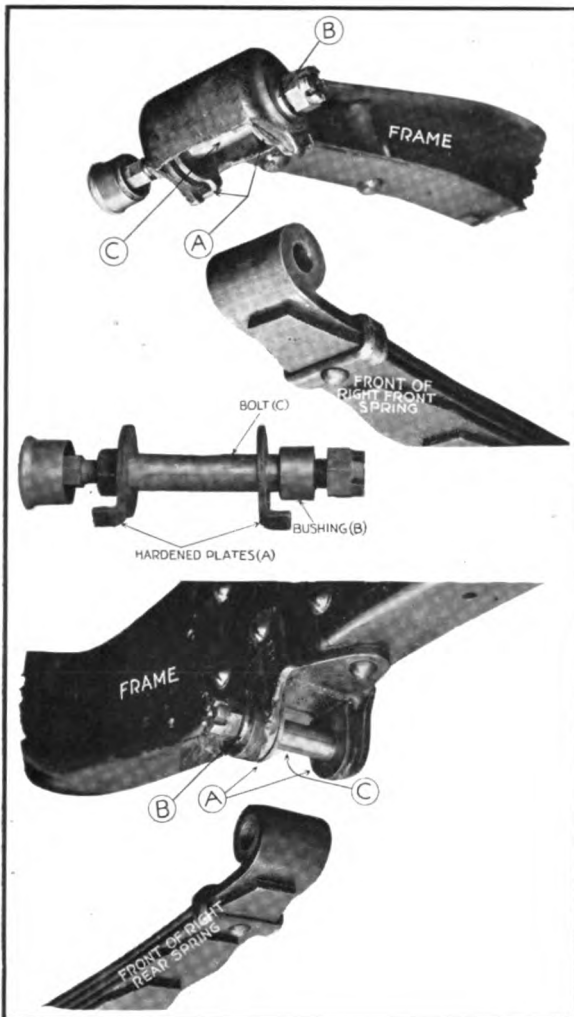
The new prices, f. o. b. factory, follow :

HUDSON SUPER-SIX

Seven-Passenger Phaeton	\$2250	Coupe	\$3125
Four-Passenger Phaeton .	2250	Sedan	3250
Cabriolet	2850	Touring Limousine	3475
Limousine			\$3850

ESSEX

Touring	\$1445	Cabriolet	\$1950
Roadster	1445	Sedan	2300



Essex Has Most Modern Chassis

THE early automobiles were truly "horseless carriages." Today many of the old ear-marks of the wagon are still noticeable in an automobile chassis; and perhaps no part is as old-fashioned as the average shackle bolt, shackle and spring bracket.

Note how Essex spring brackets are "designed"—not copied from old carriage practice.

Bronze bushings in the spring eyes—hardened and ground bolts three-quarter inch ($\frac{3}{4}$ ") in diameter will last for years. But the wear on the side of the spring eye and bracket is not usually taken into account; yet, this is where the rattles start.

So Essex treats them just as one would consider an engine part, providing really practical adjustments and wearing surfaces that will last almost forever.

The illustration speaks for itself. But note how few buyers of cars investigate these details. This is one of the features that makes the Essex equal to the best high-priced cars.

"Pirate" Parts Manufacturers

DURING recent months our attention has frequently been called to parts offered for sale to Hudson and Essex distributors by independent sources, having no connection with us. The prices are usually lower and often the parts are apparently identical.

Investigation of numerous instances has led us to take the step of advising all our distributors and dealers against purchasing such material. Generally speaking, the quality is inferior. Often rejected material, refused by our Inspection Department, is offered for sale without any attempt to remedy its defects.

Many of our sources of supply, contracted under pressure of business last year, have used this method to obtain new business and to realize on defective material refused by us. These are circumstances over which we have no control, except through the co-operation and loyalty of our distributors and dealers.

In warning you against purchasing such parts, therefore, we are hoping to protect our good name and the owners of Hudson and Essex cars.

What Do You Say ?

The various stories and articles in the *Triangle* are put there in an earnest desire to be of assistance in selling cars.

You may not agree with some of the ideas put forward. You may have a better way.

Tell us what you think. Tell us if we are helping you any.

Speak right out. Good helpful criticism is a very fine thing all around.

Write Us About It

We would like to know if any Distributor or Dealer has held a Service Meeting on the subject suggested in Triangle No. 5, May 2nd, "How many reasons for a misfire?" Nowadays one hears so many "good mechanics" talk about "pumping oil," when actually it is nothing of the kind, that such a discussion is a liberal education for many men employed as mechanics; and perhaps it will do your men some good.



St. Paul Gets Good Publicity

THE pictures above show how St. Paul took advantage of local happenings to secure good publicity. When the "HUMAN FLY" arrived, an Essex, properly labeled was furnished him, also a sign for his back. As the "fly" made his way up the building he would stop at intervals and call down, "I call 'S'." Immediately the crowd would respond "X." The other picture shows regular honest-to-goodness Indians, traveling with a motion picture, sight seeing in Essex cars.

This publicity is good, valuable advertising.

"SELLING THE SECOND CAR"

[THE FIRST STEP]

THE following suggestion for the first step toward "selling the second car" is made with the assumption that the first car has been properly and thoroughly sold. Unless that is true, unless the first car purchaser knows pretty clearly just what he has bought and how to operate and care for it, unless he has confidence in your organization on account of the interest taken in him during the sale, any plan for the next sale is handicapped. The customer must be thoroughly sold the first time. Then you have your sound foundation for continued effort.

The first step is to keep in close touch with the customer.

It is obvious that to keep in close touch with each purchaser requires accurate knowledge of who the purchaser is and where he lives.

Do not guess at such facts or trust to memory. The situation is much too important for any chance work. A simple, easily arranged card file will give you all the necessary information and will repay you many times over for the little effort spent on keeping it up to date.

When a prospect buys a car you have fresh in your mind information about him gathered during the process of closing the sale. While that information is still fresh, *put it all down* on a card with the purchaser's name at the top for quick filing.

Get his name correctly with the proper initials and any title used, such as Professor, Doctor, etc. Get the address correctly and the telephone number, if there is one. If the purchaser's wife was an influence in deciding what to buy, note it down.

If there are children, learn their names, if you can and record them. Children are often influential.

A note of the purchaser's place of business or employment will be helpful.

Make a note of any special point discussed during the negotiations so you will not forget the preferences expressed.

Put *everything* down. Remember that the purchase of a car, especially if it is a "first" car, is a mighty important matter in the mind of the buyer. His conversation with you is much clearer in his mind for that reason.

A lot of your success in selling him was due to the interest you took in him at the time. He will remember that much longer than you will, because it is not an every day occurrence with him, and the better you remember it, the closer will you tie him to you by such simple, but mighty details as greeting him by name, etc. Purchasers like to be called by name. It gives a sense of importance to any man, no matter who he is, or what his station. That is so simply because human nature is that way.

Your card system should not be confined to new car purchasers only. Record the used car buyers as well. They are future prospects. You have secured their interest once—*hold it*.

Then see that your card information is kept up to date. As your card file will enable you to keep in closer touch with your prospects, so also will that keeping in touch enable you to keep your card file in better shape.

This card file will not be hard for you to secure, nor will it be at all expensive. Have the cards large enough so that you can put on them considerable information.

They should, of course, carry the date of the first purchase, the model, etc. They should have a space on which you could keep a record of your follow-up work with that purchaser, such as the date of any letters you write him, or any telephone calls, or any personal calls. Your card system is your prospect list for the sale of the second car. Treat it with the same care as you would treat a list of prospects for the first car.

Boosting the Service Department Helps Sales



THE Service Manager of one of our larger Distributors offers some very pertinent and fitting remarks on the subject of the unity of Sales and Service:

"Give your Service Department a square deal—boost it always. Those who have followed service work for a number of years know from experience that there is not always as full co-operation extended as there might be.

"This is not an indictment against other departments. It is simply a plea for a better understanding. Extending co-operation does not mean going out of your way at all. It is simply to realize that the Service Department is human.

"For example, out of twenty-five service repair jobs taken in, twenty-four may be satisfactorily taken care of, but something goes wrong on the twenty-fifth job.

"It is that twenty-fifth job that the salesman hears about from his customer. And unfortunately there are too many cases of where the salesmen promptly agrees with the customer in condemning the Service Department. No consideration is given to the elements in connection with that job. Possibly that slip up was the fault of the customer himself in giving wrong instructions as to what he wanted done or not done.

"How much better it would be if the salesman receiving the complaint would take it upon himself to champion the Service Department. Explain the possibility of other elements entering into the case, speak of the ability of the mechanics and the care taken on every job, offer to look into the matter personally.

"Work *with* the Service Department. Boost—this is the time it will count. I fully agree that Sales and Service must go hand in hand to be completely successful."

Before Delivering a Car

When a car has been standing for some time—in storage for instance—there is a tendency for certain engine parts to rust. This is due to the condensation left in the hot engine when it is stopped for the last time. Essex overhead valve covers suffer in this respect, causing the rust to close over and clog the wicks of the oilers that lubricate the valve rocker arms. This renders them useless. It is a good plan to check up on this before delivering a car. Cylinder bores and valve tappet compartments suffer in the same way; this could be prevented by slushing with oil before putting the car away in storage.

Automobile passenger travel neared the five billion mark in 1920. Fully 4,932,000,000 persons were carried by motor car during this period, as compared with the 1,234,222,889 revenue passengers of the railroads.

Motor trucks hauled 1,200,000,000 tons of freight, or nearly half the amount carried by rail lines, which totalled 2,504,000,000 tons.

How Many Cars Make a Fleet?

Fleet prospects are more numerous than many of us may realize. It is well to remember that a "fleet" is not necessarily a large number of cars—it may be as few as two or three. Most of the big fleets of today started as small fleets. They grew as the owner's business expanded. Anywhere you find a large fleet of the same make of car it is very often because the earlier cars gave satisfactory service. Business men are most favorably impressed by good performance.

When considering the probable fleet business in your territory do not overlook the following possibilities: State and Municipal Governments, Post Offices, Fire Departments, Police Departments, all Public Service corporations such as Telephone, Gas, Water and Light Companies, all manufacturers or merchants having salesmen or other representatives traveling, real estate companies, big collection agencies, hotels, Summer or Winter Resorts, sight-seeing companies, and Packers or Wool Houses with buyers in the field. You can no doubt add others yourself.

Remember that a two-car "fleet," sold now and *properly cared for* may be a twenty-car "fleet" in a few years.

Setting Brakes Correctly

The operation of the brakes on any car is governed by leverage and braking area. Therefore every mechanic in your shop should understand the importance of setting brake levers in the correct positions; in this way the leverage will be corrected before any adjustment to the brake bands are made. This is a good subject for a shop meeting. If you would like to have blue prints and further information to be used in this way a line to the Service Department will bring them.

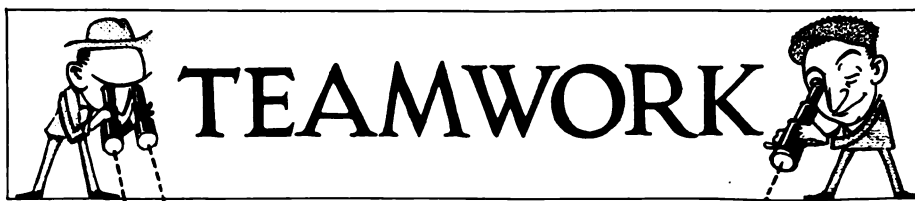
A Good Letter



Diamond Motor Sales Co.,
McKeesport, Pa.
Gentlemen:

Thought it might interest you to have the picture of a Hudson we have had in the family, in constant use, since 1914. This car is giving wonderful results today as it did when first purchased. Would hesitate to make statement of how many thousands of miles the old bird has flown, but she is still good for a few years yet.

Yours truly,
Pittsburgh, Pa. A. G. LOEFFLER.



Providence Believes in "Selling the Second Car"

IN Providence, Distributor Robert Powers has long believed in the value of keeping in touch consistently with each purchaser. Recently when at the factory he expressed himself as follows:

"When a buyer comes back for his second Hudson or Essex he is then really *your* customer. He is the kind of a customer we dealers must make greater and greater efforts to secure. I believe thoroughly in the necessity of 'selling the second car.'

"I have made it the chief duty of my Sales Manager to religiously keep in touch with the buyer by letter and by phone, from the time of purchase throughout the ownership.

"The thoughtfulness and personal interest expressed in this way is invaluable. As to results—I know from my records that the Manager who carries out this plan himself outsells six average field salesmen."

How Winston-Salem Gets Good Prospects

THE Motor Company of Winston-Salem, N. C., pass along the following idea which they have found helpful in selling cars and offer for the benefit of other members of the Big Family.

"We are offering all employees a prize of 50c for every new Essex and Hudson car prospect turned in, whether or not the prospect eventually buys; if the prospect is sold the employee turning in his name receives an additional award of \$5.00, regardless of who makes the sale.

"This plan has resulted in our securing a splendid list of live prospects, many of whom have already bought cars. It is also our intention to use this list to send literature to from time to time."

Three Rivers Sells by Consistent Follow-Ups

E. J. GODSHALK, Three Rivers, Mich., believes in the value of consistent follow-up work in closing a sale. His comments follow:

"Regarding my system of selling cars, you know that no two customers are exactly alike, so any system must be flexible enough to permit variations to suit different people.

"We always start to 'work' on a prospect by sending a 'special letter'; then we follow this with the follow-up letter that is sent to us from the Hudson Motor Car Company. After sending the prospect three or four letters we call on him and invite him to ride in our 'White Essex' that we use for demonstration and advertising. We also ask him to ride in other makes of cars just to compare the riding qualities, speed, etc. We never knock the other fellows' cars.

"After the demonstration if we do not close the deal we call again, this time we talk endurance to a 'T.' We have many different types of drivers driving the Hudson and Essex cars; and we point with pride to the fact that we have testimonials from each driver saying his car is O. K. and that he is more than satisfied.

"Regarding the Servicing of the Hudson and Essex, that part has been very light and I can say with a clear conscience that The Hudson Motor Car Company sure stand behind their product.

"As for the part of keeping the Owner sold; several of my drivers have told me they would not take twice the price of their car if they could not get another.

"I am a great believer in using the follow-up letters because they keep the name of 'Hudson and Essex' cars before the prospect all the time and sooner or later he will be interested."



The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, JUNE 15, 1921

NUMBER 8

A July Sales Suggestion

SOME ONE in your town is going to drive out a brand new shiny motor car on July Fourth. Someone does that every year.

People buy motor cars for various reasons. The approach of the summer vacation period or the coming of a holiday are factors that influence sales, and as such are suggestions that may be used by automobile salesmen.

It seems to be a fact that a certain number of people want to start a summer trip in a new car, while others will want to first use their new Hudson or Essex on a holiday.

Such people are the very best kind of prospects right now. Every effort should be made to get their interest and turn their desire for a car into an order for a Hudson or Essex.

One Hudson distributor some years ago took a large shipment of cars, advertised that he had been able to make arrangements at the factory and with the express companies to get these cars to his city so that delivery would be assured by noon of July 3rd, in plenty of time for the new owners to have their cars to drive on July 4th. He sold every car.

This week, as explained elsewhere in this issue, the Chicago distributor is taking an entire trainload of Essex touring cars. He is advertising it in large space in the Sunday newspapers. Aside from the fact that he and his dealers needed these cars to meet present demands there is the effect that this advertisement will have on his other prospects. We know that it will stimulate increased interest.

* * * * *

In the agricultural sections, substantial crop yields are assured. Selling prices of farm products will probably be lower than for the past two

or three years, but we must not fail to take into consideration that practically all of this year's crops were put in at a greatly lessened expense and will be harvested at a considerably lower cost than formerly. This, of course, means that the farmer will be in a position to do some buying following the harvest and during the coming fall months. You should begin at once to line up your farmer prospects.

Despite the fact that during the past few months there has been a lot of "marking time" by the buying public, there is already a noticeable increase in the trend toward steadiness throughout the country. There seems to be less hesitation about buying than there was—people are beginning to replace the things they need.

It is, of course, unwise to fool ourselves with the belief that by some wonderful change in the public mind we are soon to be overwhelmed by a rush of buyers. Any permanent improvement in the situation will be brought about only by good, hard, earnest selling.

That does not mean that there will be hard times. It means that there will not be soft times. It means that a strong, steady, intelligent campaign must be carried on.

Salesmen must use every resource; they must study their business, their prospect and even their competitors more closely than ever before. A thorough knowledge of the product they sell is absolutely essential.

In Hudson and Essex you have a worthy product, built well and priced right. Steady effort will do the work.

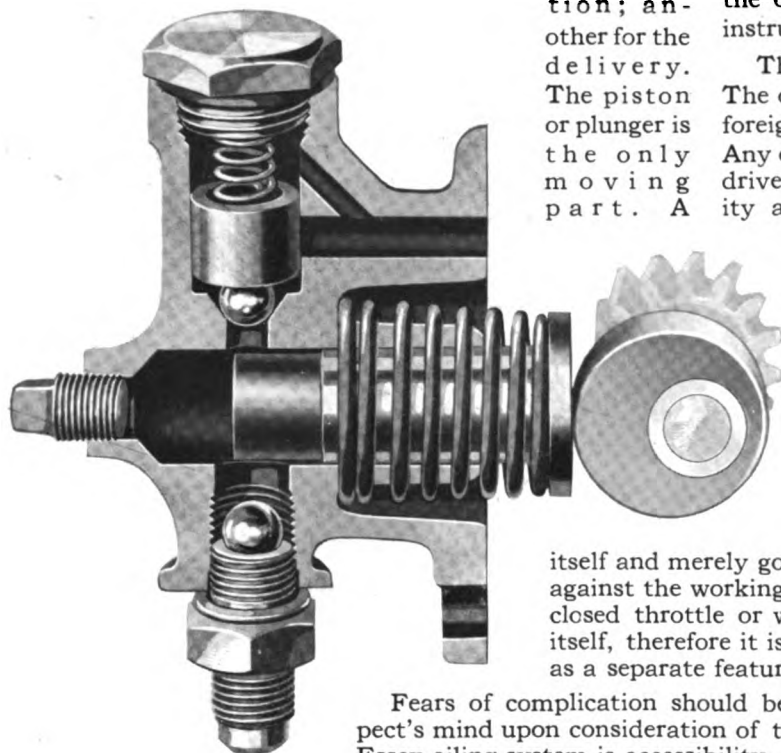
O. H. McCormack

General Sales Manager

Essex Oil Pump is Unusually Simple

AN important Essex feature, which will appeal strongly to all owner-drivers, is the simplicity and positiveness of the Essex oiling system, particularly the pump, which may be termed the "heart" of the system.

Note the illustration. Only the most elementary principles are employed. A simple check valve for the suction; another for the delivery. The piston or plunger is the only moving part. A



strong spring returns it, after every stroke, to its position against the eccentric.

To show that the valves of the pump are working, a little piston is placed above the delivery valve. The pressure of the outflowing oil lifts the piston before passing into the engine. This pressure, necessary to open the outlet hole, is indicated on the gauge placed on the instrument board where the driver can see it.

The simplicity of the system is immediately apparent. The only thing that can stop the pump working is dirt or foreign matter in the valves, no oil, or a broken pipe. Any of these possibilities are immediately apparent to the driver. It is in an emergency of this kind that accessibility and simplicity play such an important part. The valves can be removed in a few moments with common tools. With the most meagre mechanical knowledge repairs can be made quickly. Were the pump concealed in the engine crank case or oil reservoir, this would not be so. The pipes, too, are all outside. The pump is where it will not freeze in winter --- therefore failure to operate is never experienced on that account.

The pump stroke is adjustable by means of a second eccentric operated by the throttle or accelerator pedal. This is independent of the pump itself and merely governs the amount of the return of the pump plunger against the working eccentric. This feature prevents over-oiling with a closed throttle or when driving slowly. It is not a part of the pump itself, therefore it is not shown in the illustration, but will be dealt with as a separate feature.

Fears of complication should be immediately dispelled from any owner's or prospect's mind upon consideration of the foregoing explanation. The keynote of the entire Essex oiling system is accessibility---simplicity---efficiency.

A Solid Trainload of Essex Cars for Chicago

CLASS OF SERVICE DESIRED	
Telegram	
Day Letter	
Night Message	
Night Letter	
Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM	

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1206

Receiver's No.
Check
Time Filed

Send the following message, subject to the terms on back hereof, which are hereby agreed to

ESSEX MOTORS,
DETROIT, MICH.

Chicago, June 14, 1920

Confirming telephone conversation this morning please ship us this week without fail a solid trainload of at least 130 Essex touring cars. Our Hudson and Essex business, both Chicago and territory, showing marked improvement, and since total stock Essex cars Chicago and territory now down to 95 will appreciate prompt shipment this trainload. Hope you can keep Hudsons coming as per schedule. Wire when train leaves so we can arrange unloading.

Hudson Motor Car Company
of Illinois.

A SOLID train load of Essex touring cars was rushed from Detroit to Chicago in response to the telegram reproduced at the left on this page.

Such a shipment is certainly reminiscent of the period a year ago, when selling cars was so largely a question of delivery. There is no better sign that cars can be sold these days than the evidence contained in this wire. Throughout the entire Chicago territory a steadying down and stabilizing of business is being noted and made the most of, as this order indicates.

Would These Letters Sell You a Car?

21 Months—No Upkeep

PHISTER INSURANCE AGENCY CO.
237-242 Lathrop Building
Kansas City, Mo.

May 17, 1921.

Hudson-Brace Motor Company,
Grand Avenue at 27th Street,
Kansas City, Mo.

Gentlemen:

I have driven several other makes of cars, and at the present time use two cars besides my Essex Sedan.

I have owned this car for twenty-one months. The upkeep has been practically nothing; I still have the original tires on it, and a gallon of gas will go further than any car I have ever driven.

I have never had the slightest difficulty in starting it in hot or cold weather and under all conditions, and it runs more days out of the year, giving continuous satisfactory service, than any car I have ever driven.

Yours very truly,

PHISTER INSURANCE AGENCY CO.
By Lawrence Phister,
President.

Faithful Service

RAYMOND J. QUIGLEY
825 Madison Avenue
Helena, Montana

March 14, 1921.

Dear Mr. Diggs:

It is a pleasure, indeed, to tell you how my Hudson Speedster has served me.

As you know, my ranch is located seventy-five miles east of here—near Ringling in Meagher County—with the Belt Mountains between.

During the ten months the car has been in use, I have made an average of three round trips a month and have always arrived at both terminals O. T.

My oil consumption has been normal and gas about fourteen miles to the gallon.

Hudson spells comfort in travel; the wheel true, a fair road ahead, and you are there.

The "stable" will house a touring limousine for the family this fall.

Very truly yours,

R. J. QUIGLEY.

T. C. Power Motor Car Co.,
Helena, Montana.

Orders His Seventh Car

J. C. BILLINGSLEA
123 W. Madison Street
Chicago, Ill.

May 31, 1921.

Hudson Motor Car Company,
Detroit, Michigan.

I have just purchased another Hudson Car. My experience with Hudsons dates back to the old 4-37. In succession I have had a Light Six, Yacht Line, the first series of the Super-Six and two Super-Six Sedans. This last purchase is a seven passenger Touring Car.

The fact that I have stuck by the Hudson line for so many years is an indication that they have rendered excellent service.

I am not easy on my cars. They have been used in many a grilling ride between here and New York and in cross country tours in Wisconsin and Illinois. This last car gives every indication of even greater satisfaction. I am now on my 2,000th mile with not even a tappet adjustment.

It is very pleasing to a Hudson Car owner to know that his trade-in value is unusually high.

Yours very truly,

J. C. BILLINGSLEA.

21 Miles Per Gallon

Box No. 10,
Santa Barbara, Cal.,
May 12, 1921.

Collins Auto Co.,
Grants Pass, Oregon.

Gentlemen:

I thought you might be interested to know about the good service my 1919 Essex has been giving.

The car has been driven a little over 15,000 miles and runs as quietly and as well as a new car. About 6,000 miles of the total mileage was over rough unpaved roads and there is neither a squeak nor a rattle in the car.

The original tires gave nearly 10,000 miles of service and two-thirds of that distance was on unpaved and rough roads.

The car is very economical on gas consumption. In town driving I am getting between seventeen and eighteen miles and on long trips the average is about twenty-one miles per gallon. I use a quart of high grade oil about every seven or eight hundred miles.

Wishing you success, I am,

Yours very truly,

H. W. PARMELEE.

YOU wouldn't lock up a good salesman, would you? Then neither should owners' letters be put away in your files. Keep them busy—get all the use you can from them. When you write a prospect enclose a mimeograph copy of an owner's letter. Sort out the letters as to performance, economy of upkeep—repair costs, gasoline mileage, etc. Use them accordingly. Here on this page are a few letters received at the factory—they are beginning to come in now and soon we'll be able to send you a book full of them—to back up your local letters. But use these—have them copied—use every letter you get. The owner's stamp of approval is better than anything you can tell a prospect.

Always on the Job

THE RICKER NATIONAL BANK
Quincy, Ill.

April 28, 1921.

Gem City Motor Car Co.,
City.

Gentlemen:

My Hudson Super-Six has been a source of great comfort and joy to me because it's always "on the job." I've had it for over a year, and thus far it has never failed me.

Its responsiveness and "get away" qualities should be its best talking and selling points, besides which its dependability make it a comfort and satisfaction.

I'd like to see 500 Hudsons in this city of Quincy, and I hope you will be successful in your efforts to reach that number soon.

Very truly yours,

JOSEPH J. FISCHER.

1,900 Miles Per Month

EUGENE HARDIN
322 Manning Boulevard
Albany, N. Y.

May 21, 1921.

E. V. Stratton Motors Company, Inc.
Albany, N. Y.

Gentlemen:

As a matter of simple justice to "The Essex," and to you as the selling agents, I feel constrained to make a few remarks of commendation to you both.

I began driving my car, which by the way is the second one I have had, on December 27th, last, and have driven it constantly throughout the Winter and Spring, covering nearly ten thousand miles, sometimes through deep snow, sometimes through mud hub deep, in the wilds of Vermont, but still always going through. You will recall the remarkable service I had with my first car, driving it thirty-four thousand two hundred miles, in eighteen months, and if such a thing is possible I am better pleased with my second than with the first, and as long as I drive a car it will be "The Essex", and you will sell it to me, for I believe you have the interest of your patrons closer to your hearts than any agency in Albany.

Wishing you continued success, I am,

Yours very truly,

EUGENE HARDIN.

Buys Ninth Hudson

THE PENN MUTUAL LIFE INSURANCE
COMPANY OF PHILADELPHIA
John F. Glynn, Jr., General Agent
New Orleans, U. S. A.

May 31, 1921.

Mr. Henry A. Testard,
355 Baronne St., City.

My Dear Mr. Testard:

It is with a great deal of satisfaction I express my appreciation of the wonderful service I have obtained from eight Hudson cars I have owned at different times, including all models and types, operated under all conditions.

Through this satisfaction I have been enabled to sell a number of Hudson cars each year and know that all these purchasers are also satisfied.

Have just purchased my ninth, a Speedster, and look forward with a great deal of anticipation to the trips I expect to make during my vacation.

It is needless to say that half of this pleasure will be gained through use and confidence in this car.

Cordially yours,

JOHN F. GLYNN, Jr.

27,000 Miles—Still Like New

Ironton, Ohio,
May 10, 1921.

Ryan-Gillfillan,
Agent for the Essex Car,
Ironton, Ohio.

Gentlemen:

Gratitude and absolute satisfaction alone prompt us to advise you that we find the Essex car is far above the average, and we wish to state that we find the Essex car has an exceptionally long life, having driven our car twenty-seven thousand miles, over all kinds of roads, still we find it practically the same as new; we also find it great economy with small and infrequent repair bills and remarkable performance.

We are absolutely satisfied with the Essex car and do not hesitate to recommend it, because of its moderate cost, and because it gives you the qualities performance that are to be had only in a high priced car.

N. B. WATTS.

More Evidence for Fleet Prospects



Hopkins St., Union City, Conn.,
May 25, 1921.

The E. M. Jennings Co., Inc.
38 Willow Street,
Waterbury, Conn.
Gentlemen:

About four years ago when I had decided to enter the auto livery business, I took considerable time in looking over cars which I thought would render me the best service at the least expense. After looking over several makes, I decided to buy the Hudson product. It was the car I wanted, both because of its roominess and power; also because of the service I would be able to obtain from your organization.

All told would say that I have purchased in the neighborhood of twelve Hudson cars and have had wonderful success with each and every one. I am herewith enclosing a postal photograph of my fleet of Hudson cars. Would like also to state that the ones which I recently purchased are proving very satisfactory and giving me wonderful mileage on gasoline.

One other matter I might mention is the fact of the high re-sale value which the Hudson car maintains.

Very truly yours,
GEO. S. CLARK.

Business will improve in proportion to the reputation of your shop—and the number of enthusiastic owners you serve. To serve more each year, you must serve *all well*.

This is "Selling the Second Car"

HERBERT M. GREENE COMPANY
Architects and Structural Engineers
North Texas Building
Dallas, Texas

May 5, 1921.

Mr. William Morris,
Dallas, Texas.

Dear Sir:

The services I have received from your organization since purchasing my last car have been as nearly 100 per cent as I believe it is possible to obtain. I am especially pleased with the way your service manager has handled my car, and the manner in which he has corrected the few little things that need attention. The car is running perfectly in every respect and I cannot speak too highly of the manner in which I have been treated by you.

With best wishes, I remain,
Yours very truly,
HERBERT M. GREEN.

Two Advantages in Demonstrating Parking Ease

DUE to its compact construction, the Essex does not take up very much space. That point is usually *mentioned* in the sales talk, but it has been found to be very much worth while to actually *demonstrate* it. Such a demonstration accomplishes two things.

It visualizes clearly just how easy it is to handle an Essex in a crowded parking place. That makes a distinct impression on both the experienced driver, who knows the difficulties of parking, and on the inexperienced man.

Then there also is the strong sales point which can be made through instructing the prospect or new owner how to go about maneuvering the car in parking.

There are a great many drivers, both new owners and old owners, who have considerable difficulty in handling their cars if the space is anyways small. Women drivers especially are often very much embarrassed in such a situation.

The reason, of course, is that the driver does not understand just how to go about the job.

Therefore the salesman who takes a little time to carefully demonstrate the way to park a car in a small space proves that it can be easily done and also does a service for the prospect or owner which will be gratefully remembered.

There is quite a trick to swinging a car in and out of a small space and it certainly gives a driver a feeling of confidence to know he can do it. He will also have a feeling of gratitude for the salesman or dealer who took sufficient interest in him to demonstrate the proper method.

In making such a demonstration it is not necessary to spend time hunting up a small open space. A couple of ordinary wooden horses will serve very well and the "lesson" can be given anywhere. The horses can be placed in different positions and a very effective sales point illustrated.

Chicago Helps Salesmen Know Their Product

CHICAGO holds regular Essex sales meetings twice a month, and an important part of the program consists of a short written examination on the various Essex features.

At the meeting each salesman is given a sheet containing ten type-written questions on the Essex with a blank space after each to allow for filling in the answer. After the papers are filled in they are interchanged among the salesmen for correction and discussion. Each question is taken up separately and answered in detail.

This method is found to much better impress the proper knowledge of the car than did discussion alone. The salesmen remembered the points brought out.

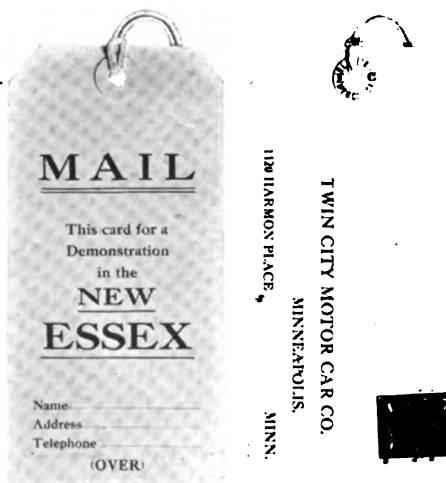
When the Essex points are well mastered it is the plan to extend the questions to the main points of competitive cars so that the salesman may be equipped to handle all arguments.

How Minneapolis Gets Prospects for Demonstrations

THE card illustrated at the left shows a simple and effective plan used by Mr. Harold Shaefer, retail sales manager, Twin City Motor Car Co., Minneapolis.

Several boys are hired each night to place these cards on the steering wheels of all cars parked down town. The card invites a demonstration in the Essex.

Mr. Shaefer reports the results have been quite satisfactory.





The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, JULY 1, 1921

NUMBER 9

Have You Any Like These In Your Territory?

HOW many owners do you suppose there are in your territory who are never solicited to buy a car—never even approached by an automobile salesman? None, you will say. Let's think this over before we answer.

Take the case of a certain man who owned four different makes of cars in nine years. Not once in all that time was he asked to buy. His case is an exception, you say. It may be, but we should not overlook any possibilities.

You may feel that ten months ago this sort of neglect might have been explainable. It is not now. It has just become a habit of taking something for granted. Cases where car owners are never solicited may be rare, but they do exist. It seems, however, to be the man to whom the dealer has already sold a car that is the most neglected.

There is a certain concern in Detroit whose officials own four well known and thoroughly advertised automobiles. They were discussing, recently, this very type of neglect on the part of automobile salesmen, for among all of these owners only one had ever heard from the dealer who sold him, and no salesman of any other car had even called on any of them.

One of these men has a car in the Essex price class. He has owned it eighteen months and likes it. He has frequently gone to his dealer for service, but he has never heard from the sales organization that sold him the car.

He tells of a friend who bought the same type of car the week that he did. The other day he purchased another make of car, not because he

did not like the car he was driving, but because a rival salesman had sold him. He admits he probably would have bought a new car of the same make if the dealer had ever followed him up or even considered him a prospect.

The average dealer apparently thinks his owners will come in anyway when they are ready to buy again. He circularizes lists of other owners to "step" them up or down into his own price range, and in the meantime twenty or thirty other dealers with the same thought in mind are working on his list of owners. It's the old story of the grass across the road looking the greener.

There are salesmen, too, who think it is a greater credit to sell their car to an owner of another make than to sell one of their present Essex owners. Perhaps it is harder work and proof of better salesmanship to change over an owner from one make of car to another, but the salesman's commissions are the same whether he makes a new owner or re-sells his present owner.

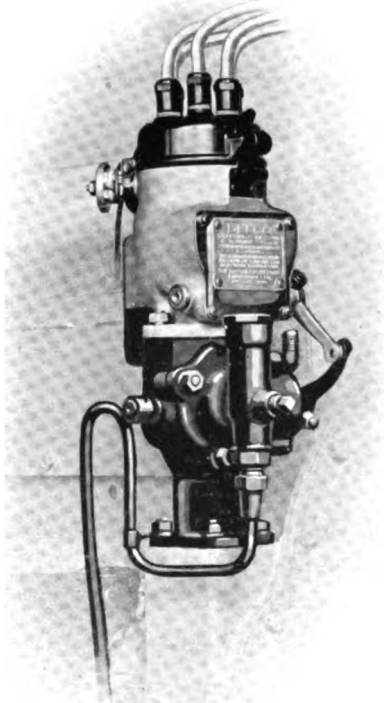
It is obvious that it ought to be much easier, once a man is a Hudson or Essex owner, to sell him his second car.

We, of course, should never forget the owners of other cars that we want to see driving Hudson and Essex cars. They should be on our daily sales program and followed up thoroughly, but not to the exclusion of the present owner.

O. H. McCormack

General Sales Manager

Important Essex Units Grouped for Accessibility



ONE of the most attractive features to the Essex owner is the accessibility of important units. This article deals with what is called in factory parlance the "tower," and it is much more important than would seem at first glance.

In this simple and accessible unit are the driving mechanisms, controls and operating devices for ignition, spark advance, oil pump and oil pump regulation; all located above the frame and where they can be gotten at in a moment.

The distributor for ignition is on top. This is a Delco automatic, ball bearing instrument of the highest grade. Being placed thus high up, it cannot very well be short-circuited by water or mud. Timing can be checked or adjusted in a few moments; a replacement is the simplest matter. Of first importance, however, is extreme cleanliness—the insurance of a good ignition system.

Under the distributor is the oil pump—bolted to the front side of the "tower." Inside is the driving mechanism, a gear and eccentric; and the control for oil pump stroke which varies the amount of oil delivered as the throttle is opened or closed. A single pipe from the oil reservoir to the pump is the only oil pipe on the Essex engine. Thus, the pump itself being bolted to the front of the "tower" by three bolts and in its accessible location, we are justified in laying claim to the simplest and most positive oiling system possible.

The "tower" serves yet another purpose. The oil delivered from the pump, falling from the highest point within the tower, floods the vertical drive shaft, bearings and gears before it reaches the outlet, which is just behind the generator drive gear. From this point it passes around the timing gears and their bearings, to the front of the engine, thence to circulate through the dipper troughs, connecting rods and main bearings of the engine.

So the "tower" serves as an oil funnel through which the pump delivers its supply by *gravity*, eliminating the necessity of pipes or pressure system which would be more liable to get out of order.

It will be seen that by this careful grouping of these units the Essex owners benefit in many ways. Economy of first cost, simple design that can be comprehended by the novice, greatest possible accessibility and positive action of the system, and lastly, extreme cleanliness and reliability.

Summer Service Hints

When the wrong kind of grease is used in water-pump grease cups the radiator core is liable to clog. This is because certain grease will not dissolve in water; and some leave heavy sediments.

This calls for special attention in the Service Station. First make sure that your own shop is not using a non-soluble grease—such as Whitmore's No. 5 for instance—or a graphite grease. Soluble grease cannot cause trouble; this is the common yellow grease, sometimes referred to as "Albany" grease.

When a car shows a tendency to overheat check the grease cups in making your diagnosis; perhaps the radiator is partly clogged so that the water cannot pass downward through the fine cooling passages which constitute the "core" of the radiator.

To clean out such a clogged radiator use a hot solution of ordinary washing soda poured through the filler and allowed to run out at the lower hose connection.

Another thing for the Service Station to watch is the fan belt adjustment, and the distance of the fan from the radiator. The latter should be $\frac{1}{8}$ " to $\frac{3}{4}$ " from the core to the fan blades. If the belt and pulleys of the fan and crankshaft are lined up properly the radiator should be moved to get the correct clearance. Sometimes, in making repairs necessitating the removal of the radiator, it is not correctly replaced. Use a piece of tubing or a washer over the bonnet-hinge rod to adjust the position of the bonnet after the radiator has been moved.

Don't Worry About Rumors

IF any of us should see a man, engaged in a serious race, placing obstacles in his own way we probably would be inclined to discount either his desire to win or his judgment.

But every day there are salesmen who are doing just that thing—handicapping their own progress. You will find them in every line.

They are doing it by crediting rumors and overlooking true facts.

Take the selling of automobiles for instance. There are probably as many rumors concerning the happenings in that industry as in any other.

There is the type of rumor having to do with the make up of different cars. Many salesmen worry considerably over stories circulated that such and such a car is going to have some special equipment or that some other make is going to add something new, overlooking the importance of making capital out of the real advantages their own cars possess.

Let us frankly apply it to ourselves. The fact that our spring

shackle adjustment is exclusive and eliminates objectionable spring rattles quickly and economically; or that our frame is so constructed to offset body strains and squeaks; or that the oil pump is simple and economical; or that the clutch construction, cork against steel, allows for smooth starting and noiseless changing of gears are far and away more valuable things for Hudson and Essex salesmen to *think about and talk about* than any thing some other make is going to do.

The greater your knowledge of Hudson and Essex cars the more enthusiastic you will be in talking about the true values they have, which are *facts*, and the less will the unsupported rumors about other makes of cars bother.

No more important thing can be urged at this time than a sincere study of what our own cars offer as sales points. They are unmatched today at the prices asked. Our job is just to keep talking and selling cars. Let the other fellow chase down the rumors.

Lets the Owners Take Essex Demonstrator Home

Demonstration is perhaps one of the most effective methods of selling an automobile. From the very start Essex salesmen have been urged to let the prospect ride in an Essex. Now after two and one-half years owners' letters are being used as evidence in our advertising copy. This is but a continuation of the first practice of letting a man ride in the car.

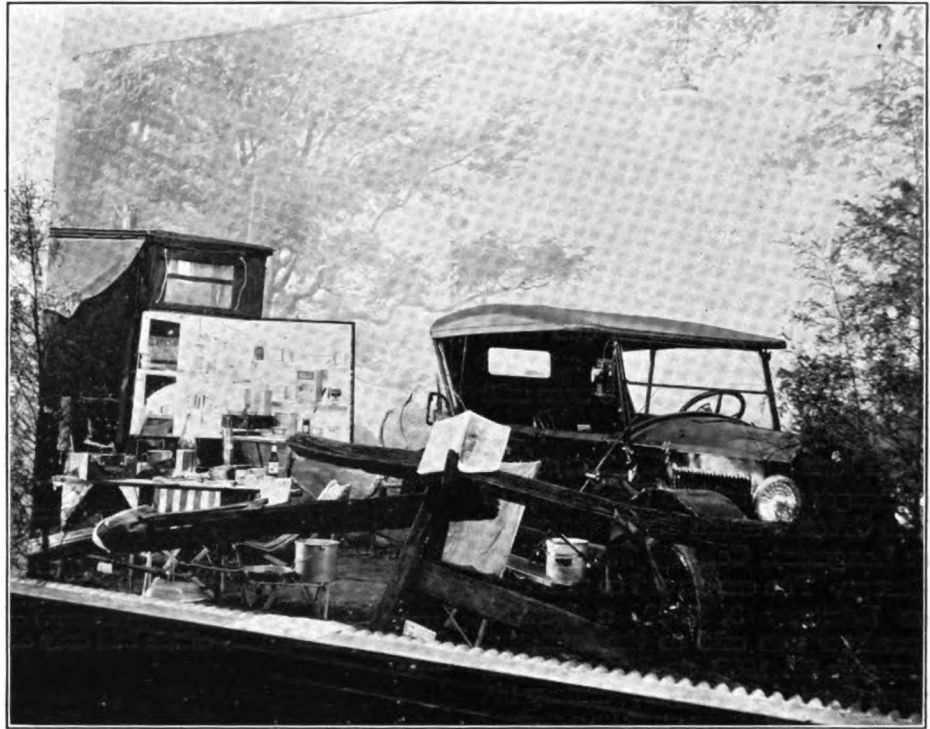
One distributor has carried this a step further by placing an Essex demonstrator at the disposal at all times of his Essex owners. Each evening he sees that some Essex owner who should be in the market for a new Essex has an opportunity to use this car. He invites him to come down to the store and see this new Essex, leave his old car and drive the new Essex home. He knows the man will want to see the little changes in the car, to compare it with his first car, and that once he has driven it home his neighbors will ask him if he has bought a new car. Perhaps his wife will ride in it and urge him to turn in the old car. It would be much more difficult for him to turn it back the next morning and take the old one out again. It is a plan that has been worked very effectively.

Essex Sets a New Mark on Spokane to Seattle Run

An Essex touring car this week set a new mark on a run from Spokane to Seattle and return, covering 670 miles in 17 hours and 28 minutes elapsed time.

Last year during Essex Week the same dis-

Bringing Business in Through the Window



THIS is a window display at the Stuyvesant Motor Co., of Cleveland. Realizing that the call of the open is most appealing now, the Stuyvesant Company offered the use of one of their windows to a manufacturer of motor bungalows. The above display was the result and it brought many interested people into the salesroom.

Using window displays does not mean a heavy expenditure. You will often be surprised at the effective things which can be done inexpensively. It's the display with an idea which counts most. *The Triangle* would like to have good pictures of window displays which have brought results, so they may be reproduced for the benefit of all.

tributor, The John Doran Company, made a similar run over this route with an Essex. Their latest run lowers their former time by one hour and forty-eight minutes. R. W. Evans and R. L. Williams drove the car.

Owner's Letter Sells Three More Essex

William Steinhart, distributor at San Antonio, has used owners' letters this spring to great advantage. He had one very good letter from a prominent attorney, but the attorney felt that it was not ethical to allow his name to be used. He did let the distributor reprint the letter with the information that the name would be furnished on application. Three sales have been traced to this letter from men who said, when told the name of the attorney, "Why if Mr. ——— says that about an Essex I know it is true," and bought on the strength of it.

Good owners' letters are the best selling ammunition you can get.

Help Used Car Customers to Know Their Cars

IT is well to keep in mind that the man who is buying a used car is just as interested in knowing about it as he would be with a new car. Many times a "used car" is the first car bought and the interest of the customer is high. Salesmen can help the buyer understand the car he is buying. Gather up literature on the various makes of cars you have on hand so that the prospect may look it over. Remember all the time that you should sell yourself as strongly as you sell the car so that later on you will be in line to "sell the second car."



Royalty—and a Super-Six—in Arabia

COWASJEE DINSHAW & BROS., Hudson Representatives in Aden, Arabia, placed a Super-Six at the disposal of His Royal Highness, the Duke of Connaught, during a visit by the Duke to Aden. The picture shows the Duke in the car.

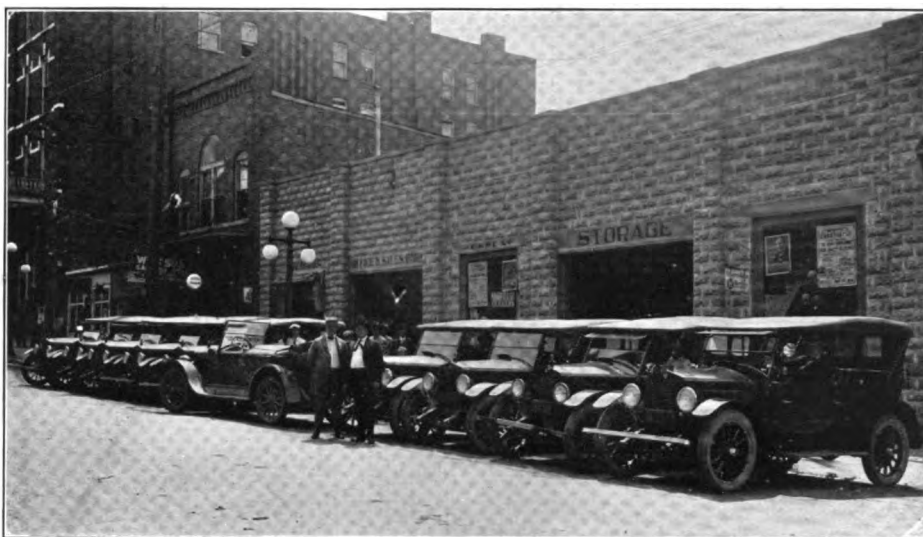
THE HUDSON TRIANGLE

Satisfied Owner Results In Sale of Seven More Cars to Same Company

The influence of a satisfied owner is far-reaching. This is particularly so if a car is sold in a business firm where other prospects may be developed. One of the best examples recently is that of the sale of eight cars to the executives of one firm, the cumulative value of a satisfied owner. Seven of these cars were sold within one year.

On June 19, 1918, a Hudson seven-passenger was sold to the cashier of The Great Western Sugar Company at Longmont, Col., by The Wallace Garage. The car served so well that on February 3, 1920, a Hudson speedster was sold to the manager. January 20, 1920, an Essex touring went to a field manager; January 27, 1920, another Essex went to a second field manager; April 2, 1920, two Essex cars, one to an assistant master mechanic, and one to a foreman; July 26, 1920, another Essex to an assistant master mechanic; February 8, 1921, an Essex to the superintendent.

Each car helped sell the next one by rendering excellent service. The Wallace Garage now have a "fleet" in service at the Sugar Company where a year ago there was one car.



WHEN the Transcontinental Essex was in Greenville, Tenn., the Bacon-Dickey Motor Company took advantage of the opportunity to stir up interest. With only a short time to work in the telephone was put on the job and in less than two hours a parade of fifteen Essex cars headed by the Transcontinental covered the city. The cars then picked up two ball teams and carried them to the park. It aroused a lot of interest and secured some valuable publicity for the Essex. Incidentally, Greenville, which has only about 3500 population, boasts of thirty Essex cars.

Talks New Car; and Used Car Takes Care of Itself

"I have found that selling the new car thoroughly helps a whole lot in disposing of the used car," says a successful Hudson salesman.

"The point is this: When the prospect considers the purchase of a new car his thoughts are first centered on how good a trade-in arrangement he can make on his old car. As long as he keeps the 'trade-in' thought uppermost in mind you are handicapped. I have found, however, that by selling such a

prospect so completely on the value of the Hudson that it is much easier to make a satisfactory arrangement for the old car, which permits of its being more easily and quickly disposed of.

"The stronger the prospect is sold on the new car the less is there a disposition to demand unusual concessions."

"I Sell the Second Car by Being Interested in My Customers"

This was told the Triangle by a Distributor. It can well be called the second step in "selling the second car."

"TO sell the second car it is necessary to hold the full interest of the purchaser in the car and in yourself.

"To do that it should always be remembered that the chief and foremost interest of the purchaser is his own self interest. That is not unusual and it does not mean that the car owner is a selfish person set aside from others. There is nothing more important to any of us than ourselves.

"Therefore it is the purchaser's self-interest, in so far as his car is concerned, which is the object of our efforts.

"We use a series of letters, made as personal as possible, sent at regular intervals, and dealing with the important things about car upkeep, because they assist the purchaser and retain his interest.

"The telephone is also used, beginning after the car has been in service a little while, to deliver friendly suggestions about changing oil or the advisability of frequent washing, or similar subjects which will be of advantage to the owner.

"Likewise the personal call, made briefly in a friendly spirit of helpfulness, gets the same results."



We are reprinting here a letter sent out by a negro repair man in a southern town. It is worth careful reading. But as you smile over it do not overlook this fact that this chap, though he probably sat hunched over a battered typewriter pecking out his letter with an uncertain black finger, was wide awake to one very important thing. He knew he would only get business by going after it. Also he had implicit confidence in his ability to repair an automobile and did not hesitate to say so. There is ambition and pep represented in this man's letter that would help many service departments make more money.

"Say, Tom, Does Your Service Equal This?"

TRANSFER GARAGE,

All kind of repairs on automobile:—
Generators, and Starters,

L. W. Leggett, & Co.

1911 Christian, St. New Phone 902

Shreveport, La.

I will ask you a few question about your automobile:

1. Do your motor knock when on a pull?
2. Are your generator charging, does it keep the battery up?
3. Are your motor sluggish about picking up quickly, has it enough pep?
4. Do your automobile rattle, and shriek, and noise when riding in it?
5. Have your motor a plenty of power, is it supper, does it knock at high speed, or does it sound of in high or does it take the gas, If it doesn't I can make it?
6. Have you a man to keep it clean for you, If not I can?
7. How about your wheels do they wobble, and wobble, I will make them run straight?
8. How do your enamel look, dose it shine like new, it will if you see me?
9. That old steering wheel dose it turn hard, if it dose see me I can make it turn easy?
10. Say Tom, I bet you that old motor is full of carbon, because it suddenly does get hot, and I wouldn't like to have it burned out, because it is a guy in town that can crape it out?
11. Say Tom my starter stop every once and while, and I want use my car Because I hate to crank it, well John, I carried my over to L. W. Leggett. And it has been working every since, that been over 3 or 4 month ago?

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, JULY 15, 1921

NUMBER 10

Hudson and Essex Sales Show Marked Increase

YOU will be interested in learning that Hudson and Essex sales are showing a decided increase. There has been a steady improvement since our price reductions of June 2nd. In July our total domestic sales will approach those of July, 1920, and there is every indication that in August we will beat our record of last year.

This activity is most gratifying to us and must be pleasing to every member of the Big Family. To us this increased activity establishes three outstanding facts.

1st. That the entire organization is working hard and taking advantage of more opportunities.

2nd. The buying public are giving greater recognition to the real value of Hudson and Essex cars.

3rd. That general business conditions are improving.

We have a wonderful start for a good summer and fall business. Now, then, is the time to go after sales harder than ever if we are to profit from the present momentum. Let's take advantage of every possible opportunity for a sale. Let's continue the use of every means we have to increase sales. Demonstrate, revise prospect lists, dig up new ones, follow up present owners—anything and everything that will help make a sale.

Unfortunately this increased business is developing a shortage of cars at many points, but production is on the increase and the shortages should therefore be more or less temporary. If you are unable to make immediate delivery, try and book orders for future delivery. There is nothing like keeping sold ahead.

We are all set for a great business during the last half of 1921. But it means hard work and keeping everlastingly at it. It means doing the usual thing as well as the unusual.

We will all enjoy the satisfaction and reward of big business if we constantly think, talk, act and sell Hudson and Essex.

A handwritten signature in cursive script.

General Sales Manager

Business is Good--Here is the Proof

THESE messages from Hudson and Essex Distributors indicate a general, and in many cases a distinct, marked improvement in sales. The upward trend became most noticeable in June. The prospects for an even better July and August business are extremely encouraging.

Charleston, W. Va.

Exceeding June schedule, expect to exceed July and August schedule. Have no Hudson Speedsters or Essex Touring in stock. Please use best efforts to make immediate shipments on all cars ordered for Charleston.

Hutchinson, Kans.

Much in need of Essex Roadsters and Hudson Speedsters. Need at least twelve Essex Roadsters July and August in addition to allotment. Conditions should be good in August and September, but must have cars.

Roanoke, Va.

Retail outlook best for two months, wholesale fair. We will handle our allotments.

Hartford, Conn.

Have delivered this year to date within 10% as many cars as we did same date last year, which was an abnormal big year. For the first eight days this month our deliveries are 60% of total deliveries for July last year. There is business by hustling for it.

Buffalo, N. Y.

The past June was the last month of our fiscal year and the biggest in the last twelve months. Activity in the wholesale territory has been splendid.

Bridgeport, Conn.

There is a greatly improved tone to business in this territory. We have splendid prospects. During the first six months of this year we have increased our business over the phenomenal year of 1920 on Hudson cars by 30%, with a certain prospect of going a good deal better than 100% on Essex business for the year.

Chicago, Ill.

June shows marked increase in both Hudson and Essex sales. July business so far indicates big month. Crops never better in this state and things improving throughout territory.

Philadelphia, Pa.

All indications are that we will do more business in July and August than we did in the same two months last year. Nearly all of our dealers seem to have plenty of prospects and we are doing everything to get our share of the business.

Richmond, Va.

Our retail sales good for June and you can count on us to handle our quota in full.

Manchester, N. H.

Business is on the increase. Expect to equal July and August of last year.

Columbus, Ohio

Indications are that this territory will unmistakably have better business in country districts than last year. Full activity on all fronts.

Shreveport, La.

Our retail sales volume ahead of this date last month.

Houston, Texas

Business outlook better now than at any time this year. Territory which has been dormant for months shows considerable activity.

Springfield, Mass.

Will beat July, 1920. Much more activity than a month ago.

Lawrenceville, Ill.

Prospects for sales look good. Improvement in the wheat crop will help business in our territory and our boys are enthusiastic. We are going after business more systematically than ever before, particularly in wholesale territory.

Birmingham, Ala.

Can assure you of steady increase in business throughout territory from now on. Expect material improvement in retail situation.

Omaha, Nebr.

June business nearly equal June last year with more inquiries and prospects from the territory. Crop conditions fine. Farmers feeling much better and indications fine for increase in July business with good prospects for August.

St. Louis, Mo.

June sales show increase of 28½% over June, 1920. Have made a good start on July, both retail and wholesale, and have booked many orders for August. We have recently added three experienced retail salesmen and are today adding two additional wholesale men in order to get every possible sale.

Albany, N. Y.

June deliveries very satisfactory. Optimistic about July.

Salt Lake City, Utah

Considerable stimulation at different points in territory.

Mobile, Alabama

Business with us looks very promising for July and has been slowly but steadily increasing.

Indications Point to a Record Summer and Fall

Smooth Starting : Quiet Gearshifting : Long Life Essex Clutch Features

SMOOTH starting and noiseless gearshifting are always noted with approval by the prospective purchaser and the ability of the Essex in this respect provides valuable selling points.

Essex clutch design and construction, cork surfaces against steel, operating in oil, allows for clutch functioning of maximum efficiency.

In the disengaged position, both surfaces are covered with an oil film. As contact is effected, a certain amount of slippage occurs, the engagement being gradual, resulting in smooth starting.

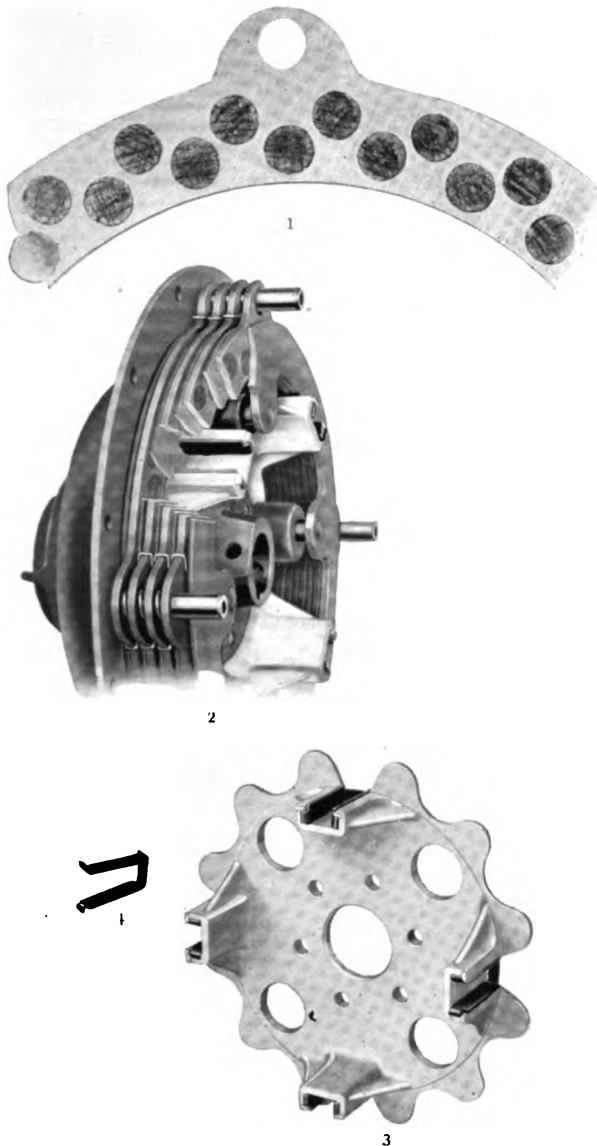
As soon as bearing surface action removes the oil film and clutch engages, the points of contact hold relentlessly until released, transmitting the full amount of power as developed by the motor to the driving mechanism of the car.

Wear is minimized for the reason that the surfaces are protected from wear by the oil film always present during the wearing action and the clutch bearing area being ample. As a matter of interest, there are 408 points of contact, each cork surface being $\frac{1}{8}$ of an inch in diameter (No. 1).

Another important function of the clutch is to facilitate the changing of gears, noiselessly.

Note the "pack" (No. 2) and "drum" (No. 3) illustrations. The plain steel discs are lighter. The drum is aluminum. These are the clutch driven parts and being keyed to the transmission main shaft drive gear, control the revolving action of the transmission gears. When the clutch is disengaged, these driven parts, being released from contact with motor driving parts, revolve from momentum. Being light, the revolving action is retarded, the transmission gears barely revolving, and the change of gears can be effected quietly.

As a durability feature, note the removable steel liners (No. 4) in the clutch drum key-ways. The action of the clutch driven discs causes a certain amount of wear at these points, which the liners offset to the extent of returning years of service. And then, with the removable feature, replacements can be made inexpensively.



Do Essex Cars Last? Read These

Two Letters from Owners Whose Cars Have Gone Over Fifty Thousand Miles

The Hudson Brace Motor Co.,
Kansas City, Mo.
Gentlemen:

To give the actual facts of the service I have gotten from my Essex will seem exaggerated to the man experienced with cars, but nevertheless the facts I give are not overdrawn.

My Essex was purchased in March, 1919, and has been driven over 50,000 miles. During this time I have purchased six new tires and had four of the old ones relined. Tire trouble is so seldom that it is one thing I do not consider when I start on a long drive. I change the oil every 700 miles and rarely put any oil in the engine until time to change it. The car will average 20 miles to the gallon of gasoline in the city and will give greater mileage in the country.

This car has been driven by every member of my family. Last winter I hammered it over several thousand miles of frozen country roads. It has never failed me, and I would not consider any trade on a new car that you could afford to consider.

I believe I could sell an Essex to any prospect who would drive my car for 30 minutes. I believe if the new Essex owner will content himself with 20 miles an hour for the first thousand miles as I did and change his oil once every 700 miles, that he will have difficulty in wearing out his car within a period of five years.

Very truly yours,

FLC:B (Signed) FIRMAN L. CARSWELL.

Kansas City, Mo.
June 2, 1921.

Harold L. Arnold,
Los Angeles, Calif.
Gentlemen:

I am writing you to give you details and facts concerning my Essex car which I purchased on August 23, 1919. I have used the car continually in the rent car service, driving it over all kinds of roads, in the mountains and through the Oil Fields, and putting it through the most severe tests.

Up to the present time I have driven the car (50,000) fifty thousand miles and my gasoline mileage has averaged 23.7 miles per gallon.

I run three of my original fabric tires (24,000) twenty-four thousand miles and the fourth tire (28,000) twenty-eight thousand miles.

The car rides easy and operates very easy and does not tire me on long trips which I have to make so often.

The upkeep of the car is very low and I think this is a wonderful record and will state that my next car will be another Essex.

Yours very truly,
(Signed) W. A. HALL.

Bakersfield, Calif.
May 20, 1921.

Motion Pictures Convince Prospects in Madison

The Purcell Wischan Company, dealers in Madison, Wisc., found that many prospects were interested in knowing who else in that vicinity owned Hudson or Essex cars.

Reading off a list of names served to a certain extent, but the dealers set to work to find a better way—and quickly did. They installed a motion picture camera and projector. Then they commenced "filming" every Hudson or Essex owner possible.

Thereafter when a prospect inquired about other owners, the projector was started up and a "picture show" put on then and there, showing owners right in their cars. It holds interest and convinces.

Stockton Dealer Sells Many Physicians

A. H. Patterson, Hudson-Essex dealer in Stockton has found it worth while to cultivate the physicians in his territory.

So far 25 per cent of all the doctors in the Stockton district are now driving Hudson or Essex cars. Several of them have more than one.

The value of intensified selling and the cumulative worth of satisfied owners is well illustrated here.

THE HUDSON TRIANGLE

Friendship with Your Newspapermen An Asset

EVERY dealer will find it of value to meet and be friendly with the local newspaper editors, particularly the man handling the automobile news. A personal acquaintanceship with these men is a good thing, first, because you have a point of contact for the placing of your news items, and second, because, being generally in close touch with the industry, these men are often in the position to give you helpful opinions and advice based on their knowledge.

Being newspapermen, these men are always on the lookout for good news stories. There are few of them who will object to giving you or your firm due mention if the story you offer has merit. In fact, a trained news man will often find good stories in some minor incident which to the untrained only seems commonplace.

Some of the most successful Hudson and Essex representatives are careful to keep in close contact with the papers and as a result they receive a substantial amount of publicity which is a valuable asset. It is scarcely necessary to state that dealing with the papers should be on the same fair and square basis as any business relations. Fake stories, or exaggerated statements are quickly detected and naturally prejudice the news men against anyone trying to take advantage of them.

The stories sent each month from the factory are of necessity of a general nature and very often not nearly as good or acceptable as a local story you might have yourself. Use the factory stories all you can but also make it a point to have a story or two of your own every week. Most papers like pictures, especially if they show local people or places. With a little planning you can soon build up for yourself quite a lot of good material. You will find it pays.

Parking on the Equator



THIS is an interesting little picture for two reasons. First, it shows a Hudson Super-Six on a trip from Kampala, Uganda, to Nairobi, Kenya Colony, both points being in East Africa. This is the first car ever to undertake the trip which is literally "across country" without roads or bridges and through territory inhabited by troops of elephants.

The second interesting point is that the car, when the picture was taken, was standing directly on the Equator.

The picture was forwarded by M. L. Coombs, of S. Fisher & Simmons, Hudson agents at Nairobi. Mr. Coombs undertook the trip to demonstrate that the Super-Six could get through any kind of country.



Crowding the Sidewalk—and the Salesroom

WHEN Harold L. Arnold used this display in the window of his Los Angeles salesroom the sidewalk in front was crowded—and many interested prospects went inside the salesroom for a closer inspection—of the car.

A canvas seascape in the background and a sand covered floor gave a reality to the scene which made it very effective. It made an appealing display in hot weather

and the usefulness of the Essex Sedan as a dressing room was well brought out.

In addition to the wax figures Arnold used two live models also. They had not arrived yet when the picture was taken.

Good displays—with an idea—get prospects.

Send The Triangle a picture of your window.

Your Best Selling Argument Today

EVERY automobile salesman today is trying to present a clear and convincing story to his prospect. And despite the fact that practically all cars have reduced and the price question has ceased to be the main topic there still remain prospects who will talk prices.

Let us suppose that you are dealing with such a case. Possibly there is a difference in the sales price against the Essex. To offset that difference what can you show in the way of better value?

It is certainly not the time to talk in generalities. Good solid facts must be presented in a convincing way.

In presenting the comparative values of the Essex, include car equipment such as radiator shell and shutter assembly, motometer, cowl ventilator, neutral lock, etc.

Consider the difference in value of various parts. The type of bearings throughout the car, for example. Are they ball or roller in the wheels—plain or roller in rocker arm assembly—plain, ball, or roller in transmission.

Compare quality of steering gear, noting the Essex positive locking devices insuring safety, also the method of adjustment. Compare Universal joints and electrical equipment.

Call attention to Essex frame construction, noting the depth of the Essex frame side members in proportion to its length. Note the strength of the cross members and method of securing them, which gives rigidity.

Then there is the spring shackle adjustment with the Essex feature for taking up side wear and eliminating rattles almost instantly. Compare this with the expense and time required to adjust other makes.

How about appearance, lines, riding qualities, comfort, vision, ease of handling and parking? Compare part for part, assembly for assembly, quality for quality.

If it be a Hudson prospect, go through the same procedure. Step by step point out that there is no greater value offered anywhere today than contained in Hudson and Essex cars.

Essex Wins, East and West

Up Vermont's Hills

At St. Johnsbury, Vt., on July 4th an Essex stock car won a great hill climbing contest.

From a standing start the Essex went over top of Eastern Avenue Hill in 21 seconds at 56 miles per hour, winning over ten entries of higher priced cars. An Essex roadster finished second in 24 seconds. The winning car was driven by Forrest I. Grapes and No. 2 by Dean S. McDowell.

Across Nevada's Desert

From Reno, Nevada, comes the word that a stock Essex easily defeated all competitors in its class and ran second only to a specially built \$5000 car in the Nevada Desert Road Race Classic held July 1.

The course was over 1015 miles of roughest country in America and the Essex average speed was thirty-one and one half miles.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, AUGUST 1, 1921

NUMBER 11

The Sales Value of a Well Established Name

IN a current issue of McClure's Magazine there is an editorial headed: "Don't Take the Neck." The gist of it is that many stores are now overloaded with shoddy goods and that until these are sold, mills and manufacturers, ready and waiting to turn out better merchandise, must remain idle, unless the buying public insist on the better article.

"Buy standardized, trade-marked goods—you have your pick of the white meat—don't take the neck," says Herbert Kaufmann in this article.

There is a valuable thought in this for Hudson and Essex salesmen. Buyers in every line these days are turning away from the shoddy to the good old well established brands.

At such a time as this we should make capital of the value that is built in every Hudson and Essex. We should not let our prospects forget the high position we hold in this respect.

Every one of the twelve years of Hudson history has been a steady development toward an ideal—the building of better automobiles. Essex, too, has shared in

this unwavering policy. Let us then take full advantage of it.

The fact that we can go to our prospects with such a clear-cut and definite record of steady progress is a sales help not to be overlooked.

There is a good market today for well built automobiles such as Hudson and Essex. There has been a steady increase in our sales for the last three months, and for many sections the golden days are just ahead.

Indications are that we will have, generally, the best crops in recent years. The farmer may not be counted on to buy as heavily as he did formerly, but he cannot be overlooked as a prospect. He can be depended upon to take a lot of automobiles this fall. There is business to be had for those who will work for it.

Quality is built into Hudson and Essex cars today as we have never built it before. There never was a time when you have had a better product to sell.

A handwritten signature in cursive script, reading "J. H. McCormack".

General Sales Manager

Strong Selling Features of the Essex Frame



Rear Tubular and Box Section Cross Members



Front Tubular Cross Member



Center Section Cross Member

TO compare chasses and frames of auto matter unless they are stripped bare of body, fittings. The illustrations on this page serve, therefore, to call attention to certain features which are of utmost importance to the purchaser of a car.

First—the frame itself. Depth of channel or section should be compared in proportion to length of side member. Ordinarily a 4½ inch section would be considered sufficient for a car with a 108 inch wheel base such as the Essex. Therefore the 6 inch section used on the Essex is remarkable.

Second—to prevent weaving or twisting, the frame is held rigidly in square alignment by more than the usual number of cross members. This eliminates body squeaks.

Third—the nature of the construction of Essex cross members is such that they are usually efficient—note the tubes at front and rear, for example, and the rear engine bearer. The box section rear member over the axle is much more sturdy than is found on most cars.

Fourth—note the Essex method of attaching the cross members—riveted to the side channels with gusset plates or special flanges wherever it is necessary to reinforce against twisting strains. Most cars have cross members riveted to but one of the channel flanges or employ merely two ears formed from the metal of the member itself.

Fifth—note how the front cross member carries the radiator—no possibility of it becoming out of alignment or straining the delicate honeycomb. The rear box member takes the weight of the gasoline tank, held rigidly under the brackets which bridge the space between it and the tubular rear member. This latter tubular member carries the tires, the tire irons being part of the gasoline tank brackets. Thus the work of carrying the tank and tires is divided between two big trusses across the main channels.

These Essex points will bear comparison with the highest priced car made and should be so appreciated. Every salesman can use them to good advantage.

Here is a Job for Every Essex Salesman on August 9th

AUGUST 9th offers a real sales opportunity to every Essex salesman. That date is the anniversary of the most important chapter in Essex history, for one year ago an Essex touring car set a new record across America from San Francisco to New York, and the mark it made has never been equaled.

It is still a great story of the endurance and reliability of the Essex. It gets better every day.

There probably are many newcomers in Essex sales organizations who do not know the particulars of this record run. It is certain that not every Essex prospect knows of it, but every Essex salesman should be acquainted with the facts so he can emphasize this record August 9th.

On that date every Essex salesman should make this story his main selling

THE RECORDS

Car	
No. 1—San Francisco to New York	4 days, 14 hours, 43 minutes
No. 2—New York to San Francisco	4 days, 19 hours, 17 minutes
No. 3—San Francisco to New York	5 days, 6 hours, 13 minutes
No. 6—New York to San Francisco	4 days, 21 hours, 56 minutes

ing talk, and to help him the factory has sent to dealers information sheets

containing all the facts concerning the time made by the four Essex cars that crossed the continent last August. Circular letters have also been sent to be mailed to Essex prospects and Essex owners. Special advertising copy has been furnished to be used at this time.

Some dealers are even planning to hold salesmen's meetings prior to the date, so that a campaign can be outlined to co-ordinate all sales efforts and profit by the extra co-operation that newspaper advertising will warrant on that date.

The story of the transcontinental run is a year old, but it can, and should, be revived and brought up to date this month and every Essex salesman should take advantage of it.

Tuggle of Georgia Knows How to Sell to Farmers

H C. TUGGLE, Hudson-Essex dealer at Stone Mountain, Georgia, has been successful in selling cars to farmers because he has studied his prospects and knows where their interests lie and how to reach them.

When Tuggle calls on a farmer prospect he goes attired in his "working clothes." And he pitches right in when he gets there and helps the farmer at whatever kind of farm work is being done. No high-powered selling talk is used. Tuggle just works with his prospect. And he finds plenty of opportunity to tell about the strong points of a Hudson or an Essex.

He gets and holds the prospect's interest because he does and says things which are of value to the prospect. No time is used up arguing about what competitors have or have not got. No other car is ever knocked. Tuggle's idea is to tell thoroughly how valuable a Hudson or an Essex is. He knows that if that story is rightly and plainly told it is far and away more convincing than anything else.

And the Hudson and Essex cars running in the vicinity of Stone Mountain are pretty fair proof that it is.

Your Sales Tools—Do You Use Them All?

The best mechanic is the one who knows the use of the various tools carried—and uses them regularly. "Selling" has its tools also and the best results are obtained by those who use them all consistently.

The various tools are:

1. The personal interview.
2. The circular letter.
3. The telephone.
4. The newspaper advertisement.
5. The demonstration.
6. The salesroom display.
7. The Service shop.

They fit in, one with another, and together make a sales campaign which overlooks no possibilities for securing orders.

Try This Letter on Your Poetical Prospects

E. V. Stratton Motors Co., Inc.,
Albany, New York.

Gentlemen:

To tell you why I like my car
Would be no idle jest,
For of the cars I've tried so far
The Hudson is the best.

Its workmanship is quite ideal
And most completely done,
Its beauty I'm inclined to feel
Can be surpassed by none.

And so for comfort, speed and
ease,

As found in our Sedan,
The Hudson car is bound to
please

The most fastidious man.

Yours very cordially,

Anna V. A. Jenison.

Only the Satisfied Owner Buys Again

Owned Three

J. S. Harrington, Inc., July 12, 1921.
Springfield, Mass.

I have driven my third Hudson car, bought from you, 18,023 miles to date and am now interested in purchasing a fourth.

The endurance and stability of the Hudson is well proved by the hard usage and year around cross country travel that my cars have been subject to as you are well aware.

I am pleased to recommend the Hudson to anyone who would care to have specific proof of their endurance and always feel safe in depending on the Hudson to "land" on time at its destination for all of our long distance "hops."

Hope to hear from you within the next few days while in the city.

Very truly yours,

AIR SERVICE CORPORATION,
(Signed) R. M. Preston.

Owned Four

J. S. Harrington, Inc. June 27, 1921.
Springfield, Mass.

It may be of some interest to you to know just how I feel in regard to Hudson Cars and Hudson Service.

As you know, I have had four Hudson Cars. These I have always found to be well balanced cars with plenty of power and plenty of speed.

Another fact is, that when the time comes for turning in, they have a very high second-hand value.

The service that has been rendered to me as an owner of a Hudson Car, at your Service Station, is considered by me as the very best, due to the fact that they are very courteous and prompt.

You are at liberty to refer directly to me for further details, if so desired.

Very respectfully,

PARSONS-REYNOLDS COMPANY.
(Signed) W. R. Parsons.

Owned Five

Harold L. Arnold, June 20, 1921.
Los Angeles, Calif.

Having been the owner of five Hudson cars since 1917, I thought you would be interested to know whether I was satisfied with their performance. The fact that I have stood by the Hudson for these past four years speaks for itself.

I have always been an ardent booster for Hudson cars and several of my friends have bought Hudsons on the strength of my recommendations.

During my many trips to the Yosemite and Lake Tahoe, not one of my Hudsons ever gave me the slightest trouble and my maintenance expenses have always been quite low. Allow me to add a word of praise for the splendid shop service, at reasonable prices, given by your organization.

Yours very truly,
THE OWL DRUG COMPANY.
(Signed) R. M. Ayres.

Owned Six

Dickinson Motors Company, May 18, 1921.
Shreveport, La.

The approach of the automobile show which the different automobile companies are putting on prompts me to say something in favor of the makers of the car which I have been driving for the last ten or twelve years.

I have owned six Hudson cars during that time and have found them exceedingly dependable and serviceable.

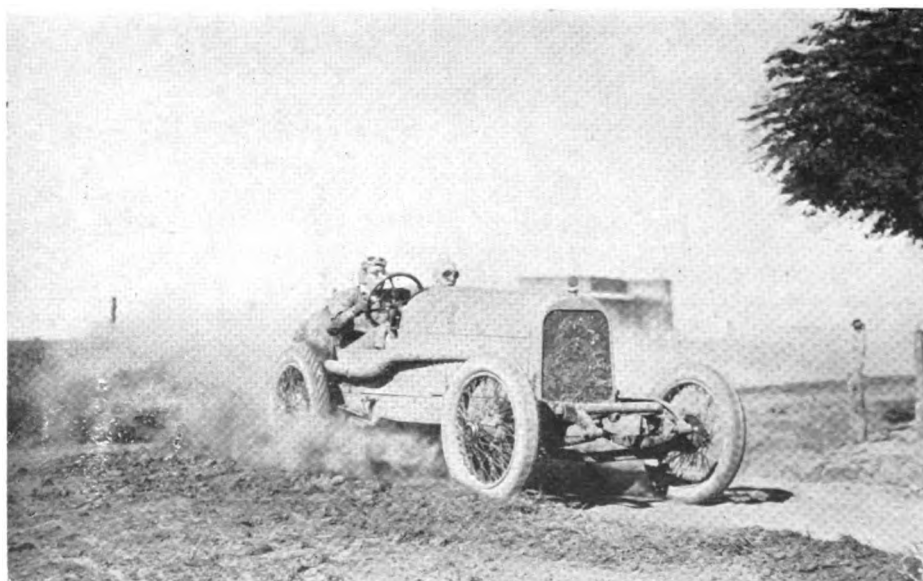
They have a wonderful motor, which gives as little trouble, it seems to me, as it is possible for a gas engine to give.

The consumption of gasoline is just about in line with other cars of the same power, and the upkeep of the machine is as low or lower than any other car in the market.

I take pleasure in giving you this letter as one of your satisfied customers.

Yours very truly,
FROST-JOHNSON LUMBER CO.
F. T. Whited.

**Keep the
Good Letters
Working
For You**



Hudson Wins 250 Mile Road Race in South America

TO a Hudson driven by an amateur went the honors for winning the longest road race ever run in the Argentine Republic. The course covered 402 kilometers (250 miles) and the time made by the Hudson was 6 hours, 15 minutes, 16 seconds, exceptionally good time considering the heavy roads traversed.

There are Prospects Where You Least Expect to Find Them

A GOOD sized store in a Michigan city found they were very much overstocked on a certain kind of oil stove. Sales had almost ceased. It looked very much like an impossibility to turn the stock.

But they did not sit down and wait. A man was sent out who made a careful survey of all the lakes and camping places in that vicinity, securing the names and addresses of every cottage owner.

A number of strong letters were sent out to this list, pointing out the values of having an oil stove and the merits of this stove, in particular.

The result was that every stove in stock was sold and the firm was forced to reorder. They have sold more stoves this season than the combined sales of previous years.

Stoves and cars may differ in size but the first steps in selling them are alike—finding prospects.

Seven Hudsons Give 362,000 Miles of Taxicab Service

CHICK'S Taxi Service at Great Falls, Mont., owns seven Hudsons with a total mileage of 362,000 miles. They started their fleet in 1913 with a Model "33."

Here is the mileage of every car:

Model 33, 1913 Touring.....	40,000 miles
Model 6-40 1916 Touring.....	50,000 miles
Model H Super-Six 1917 Touring.....	60,000 miles
Model H Super-Six 1917 Sedan.....	40,000 miles
Model J Super-Six 1918.....	75,000 miles
Model M Super-Six 1918.....	55,000 miles
Model O Super-Six 1919.....	42,000 miles

Every one of these Hudsons has been, since purchased, in continuous day and night service, and in and out of the city and state.

The Manager writes as follows:

"We have the largest and best taxi business in this city, built up on service rendered by our equipment, and that furnished by your company. As our business develops and additional cars are required, it is our purpose to use closed Hudson jobs. It has been and will continue to be our pleasure to recommend Hudson cars to our friends and prospective buyers we come in contact with."

Yours very truly,

CHICK'S TAXI.
Chas. R. Volk, Jr.

WHEN you know your product thoroughly you are in no danger of being placed in an embarrassing position by the questions of the "motor wise" prospect. And real knowledge always commands respect from the listener.



Good Window Displays Bring In Many a New Prospect

THE value of attractive window displays has often been proven by H. L. Schaefer, Retail Sales Manager of the Twin City Motor Car Company. His latest one filled both of their large front windows with a reproduction of scenes from a well known Minnesota State park. A waterfall, seven feet high, operated by a Hudson pump, driven by an electric motor, kept the creek filled with water. A fan concealed under the bridge kept the water moving and added life to the boy's fish line. Fresh lily pads were placed in the water each day. Logs, trees, rocks and moss added to the reality of the scene. The display was well lighted at night and a steady crowd of interested spectators filled the sidewalk. Mr. Schaefer reports more walk-in sales during the time the display was in than ever before. Getting the prospect's interest is the first step in making a sale, and windows will help.



The Story of a Distributor Who Did Not Forget His Old Customers

A CERTAIN distributor found that one of the greatest faults of dealers, generally, was that they paid no attention to the old customers.

They did not solicit them for a new car; they did not try to sell them the various accessories that all car owners require; in short they did not seem to care what happened to that particular customer.

And so this distributor evolved a simple plan which has proven itself an efficient business-getter.

Briefly stated, it is that he never forgets his old customers.

In his office there is a card file with a full record of every purchaser of a Hudson or Essex automobile. Every time a customer visits the distributor for anything a careful note is made of it.

A follow-up system is so arranged that should any particular customer fail to come in in a certain length of time, he would be gotten in touch with by some department, for example the accessory department, who might call his attention to some new accessory, and invite him to look it over.

At intervals, too, the service depart-

ment would inquire about the condition of the car and show a real interest in it.

The distributor, himself, endeavors to meet all his owners personally, and incidentally to call their attention to the points in the newer models and thus deftly put into their minds the desire for a new car.

This plan has definitely resulted in considerable sales for the accessory department to old customers; in the building up of a real friendship between the customer and distributor's organization; the sale of many new cars to new owners by virtue of this customer's friendship and also the sale of the second and third car to old customers. The extra business thus secured has considerably lowered the distributor's overhead—making his business return bigger profits.

Taking a little time and a little trouble to keep track of old customers is one of the most profitable things that can be done at this time.

And customers who stick to you increase with each car you sell and in a surprisingly short time there is a steady outlet for a considerable number of cars without going outside of the circle of your own customers.



The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, AUGUST 15, 1921

NUMBER 12

"The Greatness of a Merchant is Measured by the Number of People Who Believe in Him"

From an advertisement by the National Bank of Commerce

THE truth of this statement has been demonstrated many times by such men as Marshall Field, John Wanamaker and other merchants who have built up great enterprises because of the reputations they have made in their own communities.

Some man in your city holds a similar position. His business may just be a one-man affair, but regardless of its size or volume he has this greatness, people believe in him. He stands out in the community and many a man would trade his profits for the good-will and reputation this business man has built.

It has always been a Hudson claim that Hudson dealers were the leaders in their communities. That they were merchants and not just order takers. Conditions though in the past few years have swerved many an automobile dealer from the prestige building path he was travelling. The days of easy sales, of relaxed effort, all served to drop the standards a notch here and there, until, as one owner stated the other day, "the average automobile dealer is one of the very last of business men to get back to pre-war selling methods."

Whether that is true or not, it is a fact that many dealers, and particularly the smaller ones, have not stiffened up their organizations as they should have. Many are still in the easy going ruts they fell into when production could not keep pace with orders.

The man who, through all this period, did not overlook a customer, nor forget for a minute that every sale he made could add to or tear down the foundation that he was building for the future; that dealer who kept faith with every owner and worked harder than ever to keep himself

established as the leader; he today is reaping the profits.

No dealer can depend solely upon the national reputation of the car he sells to hold his owners. An automobile that is well known and widely advertised will unquestionably sell easier than one which is not, but the dealer is the important link in the chain. People may have all the respect in the world for the car, but if the man who represents it does not bear the reputation he should, then no merits of the car itself will induce them to buy. All of the hundreds of thousands of dollars spent nationally for advertising do no good if the local point of contact is not up to the standard.

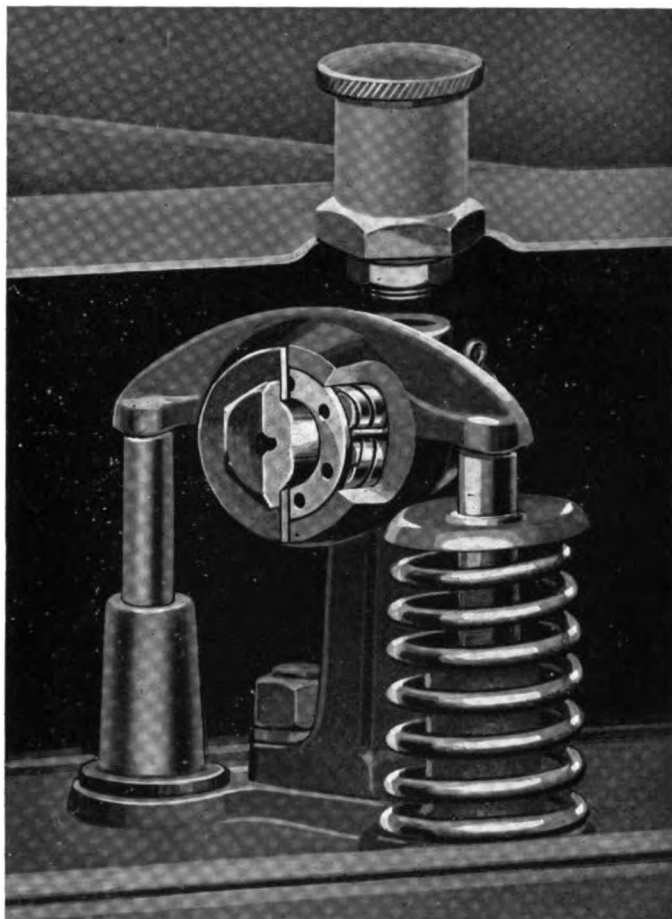
And what constitutes this standard? Nothing complex or hard to achieve. Simply a straightforward consistent effort to foster the best interests of every customer. By courtesy, by good service, by a genuine interest in and for the owner, by doing business in that way which gives every customer a complete faith in the dealer, and the assurance that the dealer stands squarely behind every transaction, that he is not interested merely in making a sale but that his interest will be maintained throughout.

The dealer who has this point of contact with his owners and who keeps his product well sold is building a certain future. His owners will be working for him; they will be his best salesmen.

There never was a time when Hudson and Essex dealers had a better opportunity to hold the leadership than today.

General Sales Manager

Only Essex Has This Anti-Friction Bearing



THE Essex valve mechanism is the only one using an anti-friction bearing.

The elimination of friction has always been the aim of the engine designer, and Essex engineers have overcome wearing defects and frictional loss at one of the most important points.

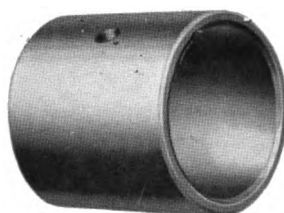
The inlet valve has to open and close, on an average, about 900 times a minute (and up to as high as 1500 times) and the bearing pressures are necessarily very great. On the average car the rocker arm bearing, upon which all this pressure comes, is about the size of the plain bushing illustrated.

Unless such a bushing is lubricated incessantly it will wear quickly; anyway, it will wear more on one side than on the other, because the pressure is mostly on the lower side and the bearing cannot turn around and change its wearing surfaces. It also takes more power to move in a plain bushing.

Note that the Essex uses a roller bearing, free to turn around and distribute the wear over all sides and all rollers. The surfaces are steel, hardened and ground—not bronze or anti-friction metal. The capacity of such a bearing is far in excess of a plain bushing—especially with indifferent lubrication—as the roller bearing needs but a drop of oil occasionally.

This feature relieves Essex owners of a big item of replacement expense, and insures longest possible life to the valve mechanism. It is a feature of universal interest and exclusive to Essex.

*Tell Your Prospects
About These
Essex Qualities*



At left—a plain bushing such as cars ordinarily use. At right, the roller bearing used in the Essex (actual size.)



New Catalogs

A NEW HUDSON and a new Essex catalog came off the press last week. Shipments have already been made to distributors, who in turn will supply all dealers. An individual copy has been mailed to every dealer.

Both of these two new pieces of printed matter should prove helpful to salesmen. All illustrations are good size and splendid reproductions of the cars themselves. In addition there are many selling points emphasized.

One Essex in the Family Sold Them Two More

The Trinidad Motor Sales Co., sold an Essex Sedan to Ex-Senator Wood of Trinidad, Colorado. Six months later, his son K. O. Wood bought an Essex Phaeton. Just last month the son bought another Essex Phaeton. All three cars are used by the family.

This is the result of two things; the fine quality of the car and keeping in touch with the owner. Every owner is a prospect.

Keeping Promises at the Service Station

TWO motor car owners were exchanging experiences the other day. One, a new owner, was telling how he had turned his car in to have them check up after the first 500 miles. They promised it at four o'clock. He got there about four minutes ahead of time and sure enough there was his car coming down on the elevator. Naturally he was pleased, but he thought it was more or less of a coincidence.

Two weeks later he went in to have something else done and they advised him when the car would be ready. He slipped over to the service station twenty minutes ahead of time to test them out but no car was there. He

waited, said nothing, and two or three minutes before the time promised arrived, down came his car again. Now he's convinced that this service station keeps its word and he's so pleased that he tells his friends about it.

It is a splendid advertisement for any service station to earn a reputation for keeping its word. Satisfactory service means keeping the owner sold, and the results of such a policy will be noticeable on the sales floor.

162,000 Miles in a 1910 Hudson

The first 1910 Roadster delivered to Toronto, Canada, is still running in excellent condition. Its owner, Mr. Hunter, 19 Isabella St., Toronto, reports mileage to date of 162,000. He has used the car steadily.

Running Time Versus Elapsed Time

MANY motorists and prospects do not understand the difference between "running time" records and "elapsed time" records. It is well for each salesman to always keep that difference in mind and to make it plain to prospects. This is particularly true when telling the story of the Essex transcontinental record.

"Running time" is only the hours the car is actually in motion. It does not consider the time spent in making repairs, taking on gas and oil, changing drivers, and other delays. A car might take a month in crossing the continent, it could be completely rebuilt many times, and yet have its running time low.

"Elapsed time" covers every minute the car is making the trip, including all stops for whatever reason. The Essex record of 4 days, 14 hours and 43 minutes is an elapsed time record, from the minute the car left the San Francisco postoffice until it reached the New York postoffice, and this includes slow ferries at both ends.

The actual running time on that trip, was, of course, considerably less.

And the Essex record has never been equaled.

Albany Holds Successful Used Car Show

THE effectiveness of intensive selling is shown by the results of the used car sale recently held by the E. V. Stratton Motors Co., Inc., Hudson Distributors in Albany, N. Y.

They first put all their used cars in good shape and then displayed them in their salesroom, moving all new cars out.

Then advertisements were used in the newspapers daily. The first advertisement carried the complete list of all the used cars offered and each day thereafter the same list was used, with the word "sold" in brackets after each model as it was purchased. This showed clearly how the cars were going and created interest.

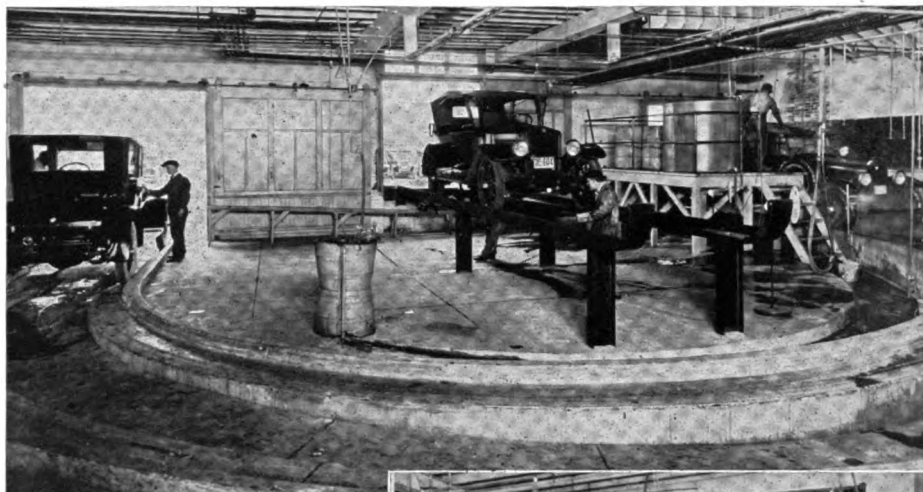
Nine cars were sold in a few days, seven were sold outright without any trade-in deals.

The show meant a lot of work but it surely was worth it.



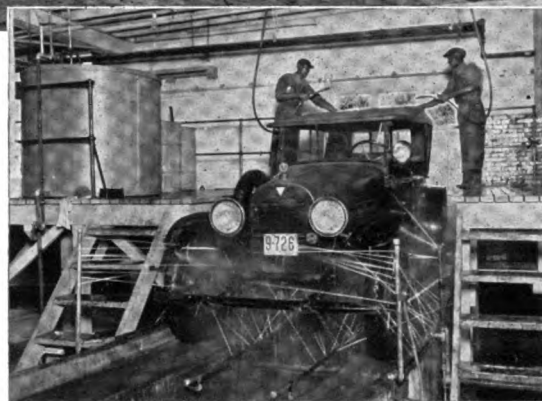
THIS is what you might call a "horse car." The driver or rider operates the controls direct from the saddle—the clutch and brake being connected to the stirrups. The Henley-Kimball Company, Boston Distributors, built the car, using a regular standard Essex chassis. The combination is used to advertise Moxie, being driven through the East at present, and eventually to cover the entire country. Its novelty will certainly capture the attention of thousands—to the advantage of Essex as well as Moxie.

St. Louis Gives Cars a Shower Bath



AUTOMOBILES that go into the new Hudson-Frampton Service Station at St. Louis, for a wash, come out with a different idea of cleanliness than they ever had before. There isn't a nook or corner on the whole car that is not thoroughly cleaned. The car enters the "laundry" on a semi-circular concrete track. It passes over a series of jets of water hitting the car on all sides and underneath. The car is moved by the gravity system, being washed, dried and polished before it leaves the laundry. This laundry room, shown in the picture above, has a capacity for washing and cleaning 70 cars a day.

Another new feature is the lubricating rack, shown in the center of the upper illustration. The car is elevated on a steel runway by an air hoist, and lubrication is forced into the springs and parts by air pressure.



The Hudson-Frampton plant is the largest and most completely equipped service station in the middle west. The total floor space, including a large service yard in the form of an open court, contains 55,000 square feet, all on the ground floor. Complete stocks of parts always on hand. Hudson and Essex owners have no unnecessary waiting there.

Prays for Rain with Farmer and Sells Him a Car

NOT long ago an Essex salesman tried to persuade a farmer to sign an order, but the farmer refused. "I'm not going to have any money," he said, "unless it rains. If you'll go home and pray for rain maybe the next time you stop in I'll talk with you."

The salesman agreed to go home and pray. Two weeks later he passed the farm house and out beside it stood a bright, shiny motor car, but not an Essex. He went in and found the farmer and reminded him of his promise. "That's all right," said he, "but a few days after you were here this other salesman came in and I told him what I told you. He grabbed me by the arm and said, 'we'll pray right now,' and we went into the parlor and got down on our knees together and prayed—and I bought his car."

How They Get Publicity



O. A. Richter, proprietor of The Weyauwega Motor Sales, Hudson-Essex Dealer at Weyauwega, Wis., secures a lot of publicity and advertising by sponsoring a baseball nine. The little picture here tells the story of how he does it.

When an Essex car led the good roads motorade through the famous Florida Everglades, Ray Brothers, Dealers at West Palm Beach, took prompt advantage of it in an advertising and publicity way. The news interest in the story was high and by losing no time Ray Brothers got full benefit from it.

At a conclave of Shriners, held recently in Des Moines, two long parades of visitors were piloted by an Essex Phaeton. These parades were over eight miles in length and approximately 200,000 people watched them.

The Hudson Jones Automobile Co., profited by this publicity.

Many distributors and dealers make a practice of photographing new owners, who are at all well known locally, as they drive away their new cars. The better known the customer the more willing the newspapers are to use the picture. Such pictures are also of value in showing prospects who the local owners are.

"Hudsons Never Wear Out," Says the Junk Man

The Waters Motor Co., of Macon, Georgia, read the Hudson advertisement in the Saturday Evening Post recently headed, "A Car That Never Wears Out," and wrote the Triangle as follows: "The longest established junk man in Macon, the one who does the largest business, tells us he never has junked a Super-Six and never heard of one being junked here. Practically every other make of car on the market is in his junk piles."

That is an interesting comment on the long life and dependability of the Super-Six. It's proof that it doesn't wear out.

Talk to the junk man in your town.

Plainfield Sells Hudson Against Ten Competitors



THE City Council of Plainfield, New Jersey, decided to buy a new car for the Fire Chief.

Eleven representatives of various cars immediately got busy, but the Hutchings Motor Sales Company, Hudson dealers, did such a good job of thoroughly selling the wonderful qualities of the Hudson Super-Six, that they received the order, even though the price asked was higher than the bids of quite a number of other dealers.

After carefully going into the matter, the City Council of Plainfield decided that the Super-Six was the best value.

1912 Hudson Makes Transcontinental Trip

A LONG, LANKY, sunburned individual walked into the salesroom of the Hudson Motor Car Co., of New York, the other day and announced calmly that he had just finished a trip across America in his 1912 Hudson. Owner John Hill tells the story:

"During the shortage of new and used cars in 1919, I picked up an old 1912 Hudson, Model '33,' in Los Angeles. It had done service for several years in Fresno County. I installed new piston rings and some bearings, these being the only repairs necessary up to the present date.

"I made a trip from Los Angeles to San Francisco, and from there to Red Bluff, Cal. My trip became the subject of much interest to Bill Edwards, formerly sales manager for the local Hudson Agency, now with another car. While admitting the virtues of the old '33,' he claimed it had about outlived its usefulness and would not be able to stand rough usage because of crystallization of old parts. In the spirit of dare I told him that since I had contemplated making a trip to New York I had a good notion to use the old Hudson for that purpose. A little friendly wager was made as a result and I then and there decided to make the trip.

"I left Los Angeles the latter part of May together with four other persons, seven suit cases and full equipment. The Hudson ploughed through the sands of the Mojave Desert, rendering but not receiving assistance.

"It climbed the mountains of Arizona, including the dreaded asphalt hill, without



effort, as well as the notorious Raton Pass in New Mexico.

"An additional severe test was encountered in Colorado, because of the Arkansas River floods which made the roads almost impassable for automobiles. My tow rope was used on several occasions, but only on the rear axle to pull the unfortunates out of the mire. We had a delay of a week waiting for the floods to subside, and for the only bridge that was left standing at Granada to become passable.

"As we got into the middle west and eastern territory, we became the subject of much comment. The California license indicating a long journey and the age and appearance of the car creating considerable wonder over its performance. The trip ended in front of the Hudson Agency, 1842 Broadway, New York City, having taken three weeks of actual driving. No repairs were necessary to the motor on the journey, not even a missing spark plug. Nor was a visit made to a garage for storage. The steep grades and rough roads of Arizona were the cause of necessary repairs to a rear wheel, the village blacksmith at Raton replacing some damaged spokes."

Miss Hudson is Calling-



FEW men deliberately hang up the telephone on a salesman, no matter how much they would sometimes like to do so. And fewer still, if the voice calling is of the fair sex. There is one distributor who realized this when each week a young lady representing a local newspaper called on the phone and secured classified advertising which otherwise would not have been scheduled.

So the distributor hired the voice and each morning now the young lady (and by a peculiar coincidence her name is Miss Hudson) calls a list of owners and prospects for the salesmen. She is able to make appointments for salesmen where previously they met with rebuffs. She talks to owners who have found fault about something and are "sore." She either finds

out a method to adjust their misunderstandings or succeeds in getting them to come back to talk things over.

She does none of this so-called telephone kidding. Her talk is straight, business like, from the shoulder, but the effect of a feminine voice calling has worked wonders with certain owners and prospects who wouldn't even talk to salesmen.

This distributor is now going through all of his prospect cards and Miss Hudson is calling each one. Sales that might have gone to someone else are bound to result, for what old hard-shelled prospect, grouchy as he might be, would not listen to a voice floating out of the receiver announcing that "this is Miss Hudson speaking?"





The Hudson Triangle

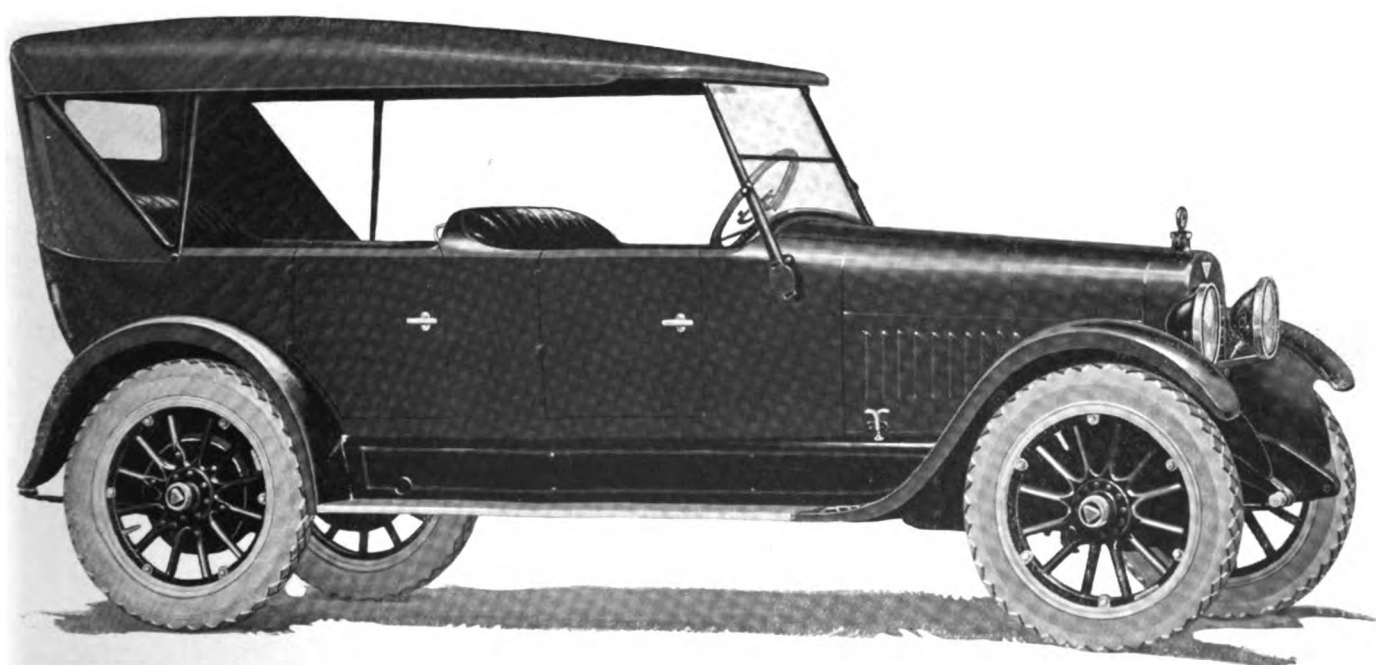
Volume X

ANNOUNCEMENT NUMBER

Number 13

Announcing the **New Hudson Super-Six**

**Greater Ease of Operation and
Increased Economy with a
Minimum of Maintenance
Care is the Keynote of this
New and Finer Super-Six**



The new Hudson Super-Six has many refinements—Changes in details of control mechanism make driving easier—Exterior changes emphasize added beauty of line—Super-Six motor design is still further advanced—All annoyance of chassis lubrication is eliminated.

THERE are many important changes and refinements in the new Hudson Super-Six, but principally the engineers have concentrated on those things which make the car easier to drive.

In carrying out these changes, the entire front compartment has been re-designed and the details of the control mechanism have been so improved as to provide easier steering, easier starting, pedals which take less effort to operate and a gear shift with a long lever, handily placed.

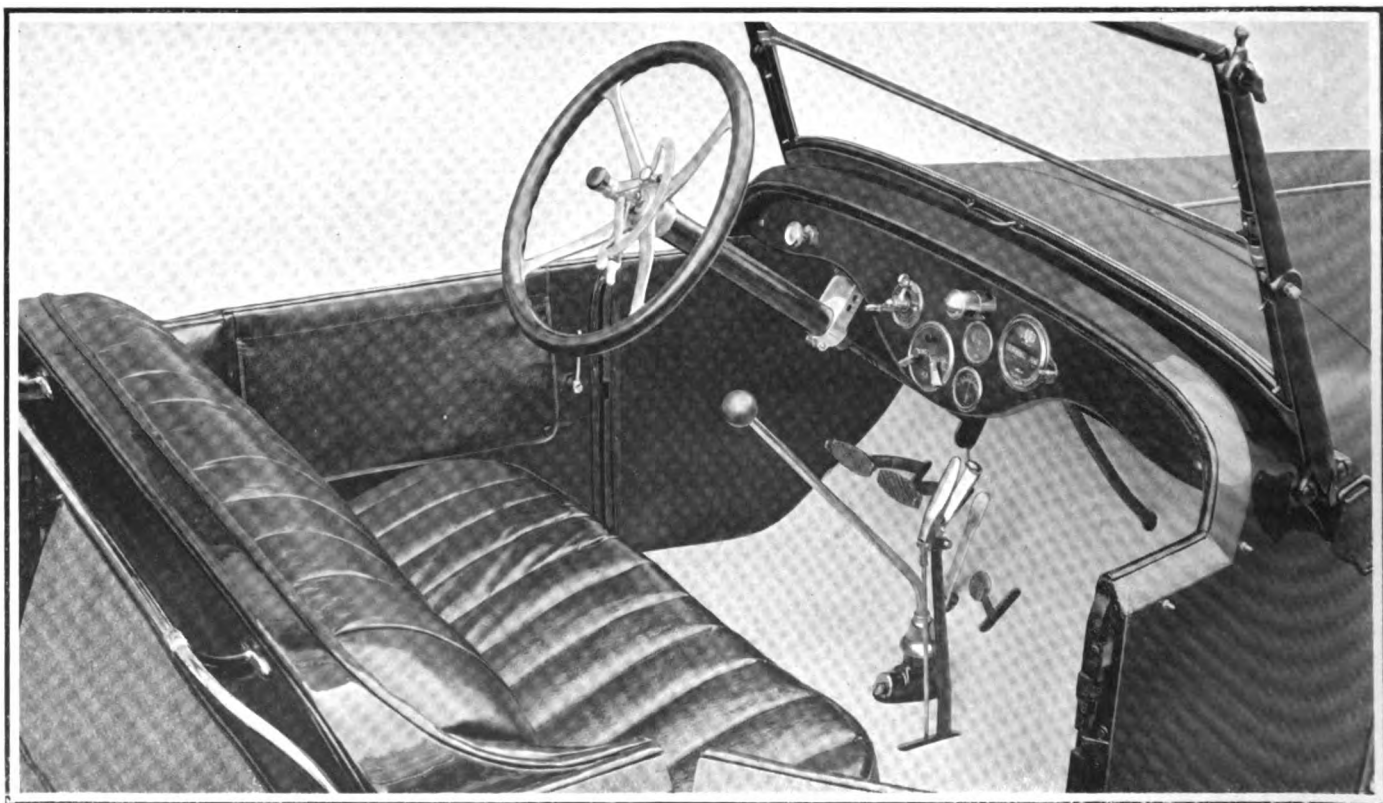
In addition to these improvements in the control mechanism of the car, the exterior appearance of the new Hudson emphasizes still further advancement in beauty of line. Deep crown fenders that are really mud guards, have replaced the previous type. The front fenders have aprons that extend to the extreme front ends of the spring hangers. There is a splash

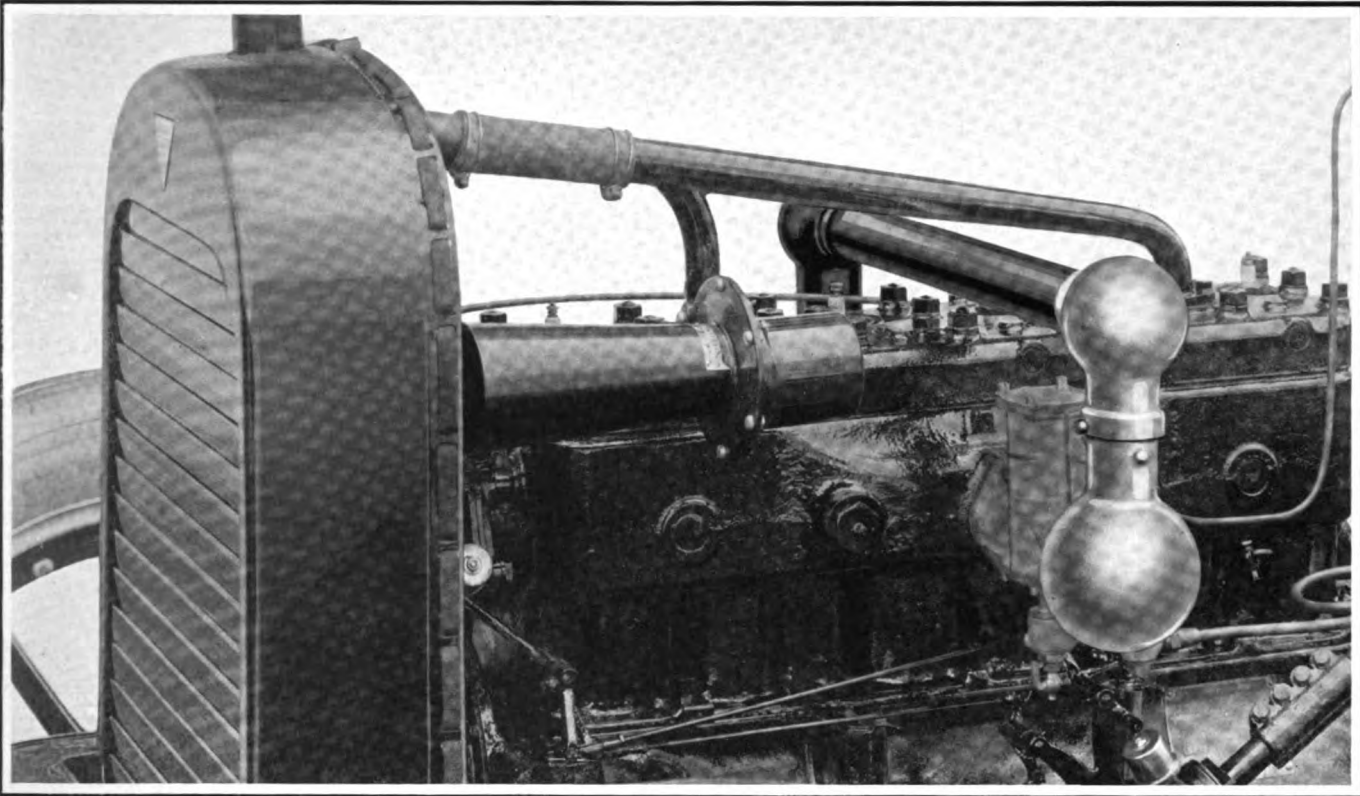
shield placed between the front spring horns, which not only adds to the appearance of the car but also affords further protection.

The shape of the instrument board has been changed so as to group the instruments in the center, allowing more knee room for passengers. The instruments are now nickel finish, and the dash light, with an adjustable reflector, lights the dials at night without back glare.

The Super-Six engine which has been in use since 1916 has been continued without any fundamental alterations. Important changes, however, have been effected in connection with carburetion, incorporating a new air heating arrangement and a construction change in the intake manifold. There is also a different spark plug arrangement. These changes give easier starting under adverse weather conditions and an

The redesigned front compartment of the new Hudson Super-Six together with construction changes in action of Steering wheel, Pedal and Control levers gives "operation without effort"—making a particular appeal to women drivers. The shape of instrument board has been changed so as to group the instruments in the center allowing more knee room for passengers. The instruments are now nickel finish and the dash light with an adjustable reflector lights the dials at night without back glare.





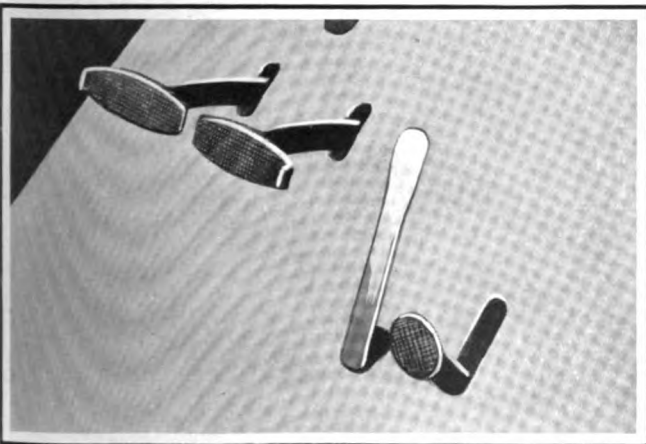
The New Carburetor Air Heating arrangement together with construction changes in the intake manifold gives easier starting under adverse weather conditions and an increase in gasoline mileage.

increase in gasoline mileage. They also offset to a marked degree the formation of carbon and the consequent fouling of spark plugs.

It has previously been Hudson practice to use cold air for the carburetor. On the new car all the air is pre-heated. In making this change, the Hudson engineers have taken into consideration the fact that one of the main objections to the use of all hot air is the tendency towards restriction in the air intake manifold, which takes place particularly at the elbows.

In order to avoid this difficulty, globe elbow

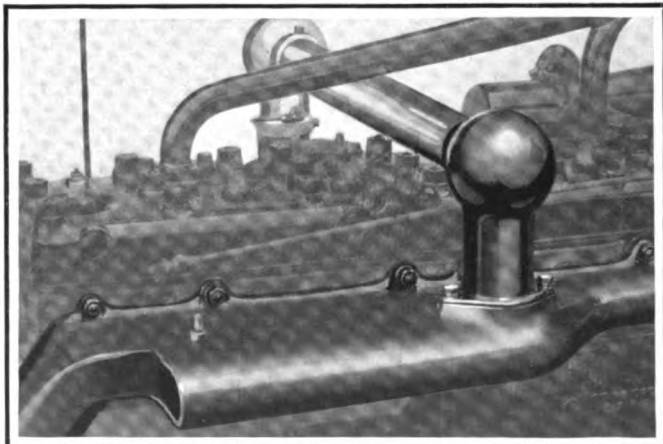
Clutch and Service brake pedals respond to a comparatively light pressure of the foot, and the location and design of the accelerator pedal gives a restful foot position.

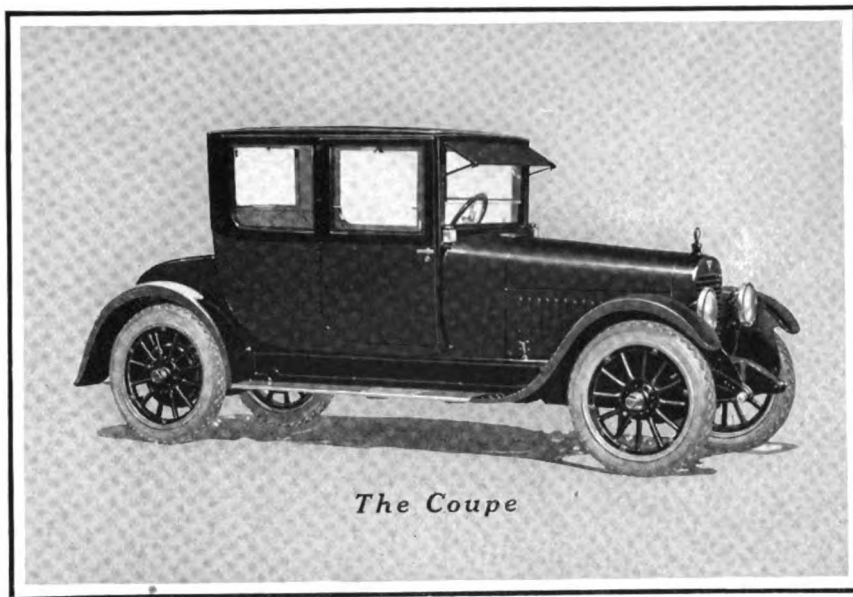


joints are now used, giving a large volume of piping at the turns and avoiding any tendency towards restriction in the manifolding. There is also another globe at the point of maximum depression just before entering the carburetor, this being the largest of the three globes used in conducting the air from the hot air stove, (which is integral with the exhaust manifold) to the carburetor located on the left side of motor at the center of the block. Thus, the hot air is conducted over top of the engine to carburetor.

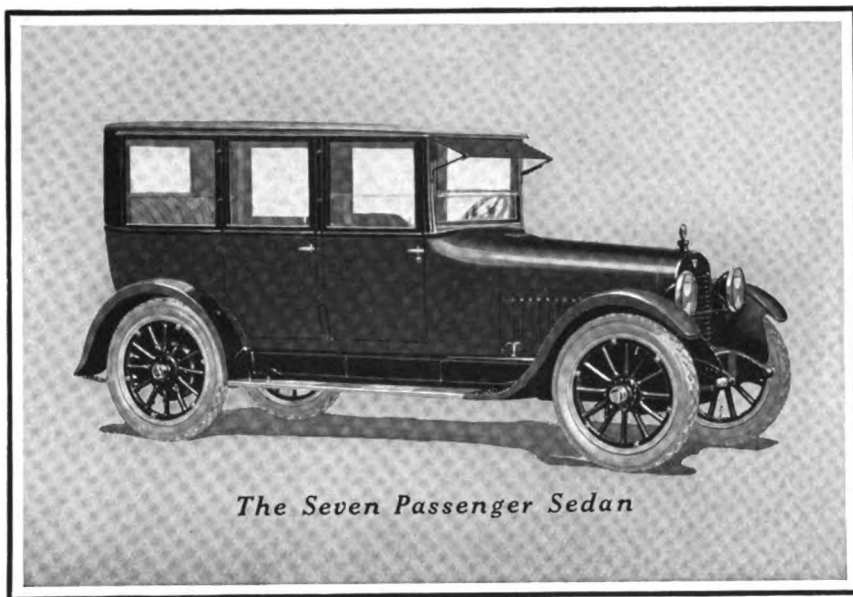
Air pressure balance (*Continued to page 6*)

The air passes unrestricted into the carburetor through the use of globe elbows in hot-air pipe—it is preheated through contact with surface of exhaust manifold.

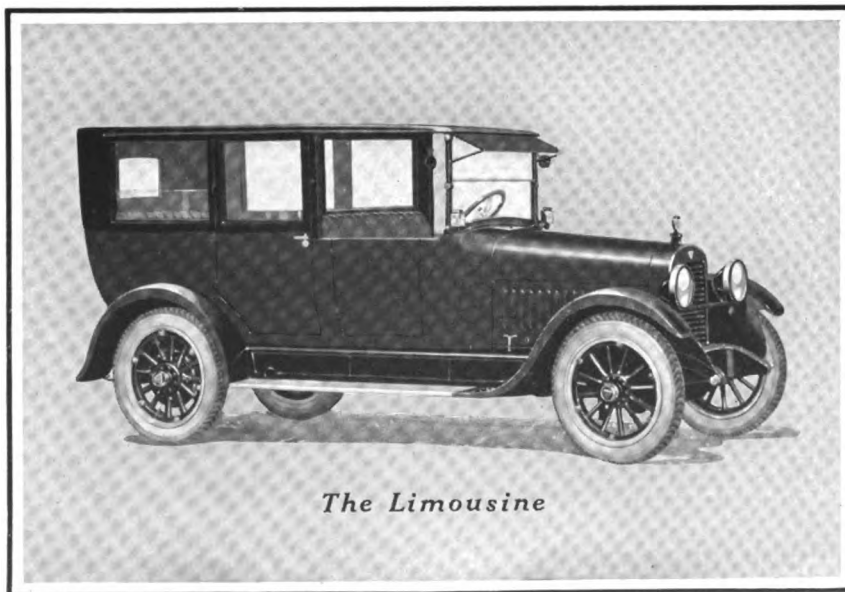




The Coupe



The Seven Passenger Sedan



The Limousine

The New Hudson Obtainable in

Hudson has always held an acknowledged leadership in body design. Each year has seen some improvements but these changes have been in the added nature of refinement.

The place Hudson holds through beauty of body and line extends over a period of years—no fads—no freakish models have ever found room on the Hudson Chassis. The Super-Six bought one year was not out of date the next, and yet every Hudson body reflects good style, good taste.

This permanence of policy in body building enhances the value of old Hudsons. It insures a better investment for the owner.

In the new Super-Six the body changes materially add to the attractiveness and practicability through the deep crown fenders and the new mud aprons and shield. They emphasize too, still further beauty in every model.

There are seven body types ranging from the two open cars of four and seven-passenger capacity to the formal—the limousine. Of these only one limousine is a strictly chauffeur type. All of the others will find a place for the owner-driven—the different types and sizes depending on the owner's needs.

The Cabriolet is a wide single-seated car—most suitable for the business professional man. The Coupe seats four, the Sedan with its folding auxiliary seat



The exterior appearance of the new Super-Six emphasizes beauty of line. The front fender, the front end, a splash apron, and the horns, which are new on the car but also

**In Addition to the Six Body Types
the Seven-Passenger Phaeton,**

Super-Six is in Body Types

capacity for seven. The Touring Limousine is used by the owner-driver as an intimate or a closed car. By simply raising a glass partition between the front and rear compartments it may be used with the chauffeur.

Quality of workmanship is apparent throughout. In finish and appointments, and down to the daintiest fittings, only the finest of materials are used.

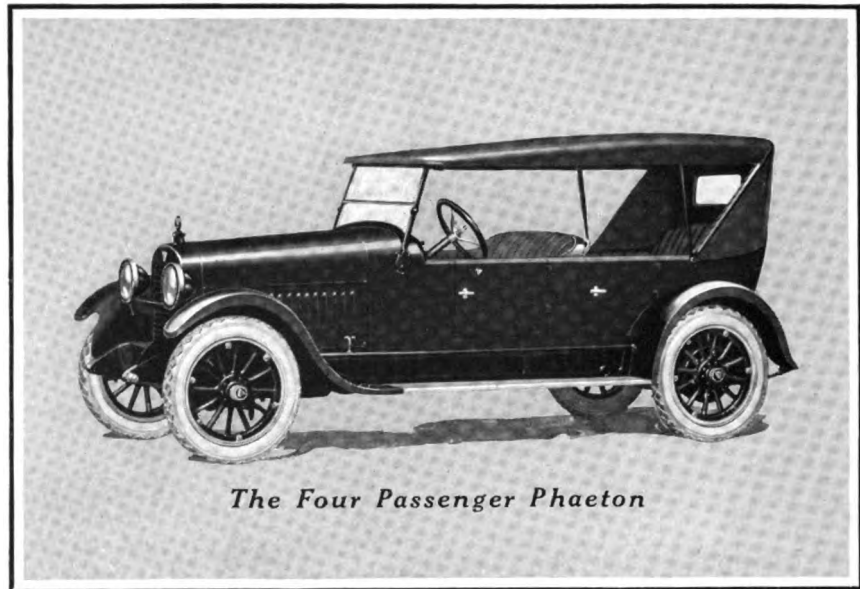
It is this care in the many details of body design as much as it is the performance of the Super-Six chassis which has made Hudson the world's largest selling fine car.

No matter where you go—no matter what the occasion which congregates fine cars, there you will find the Hudson Super-Six predominating.

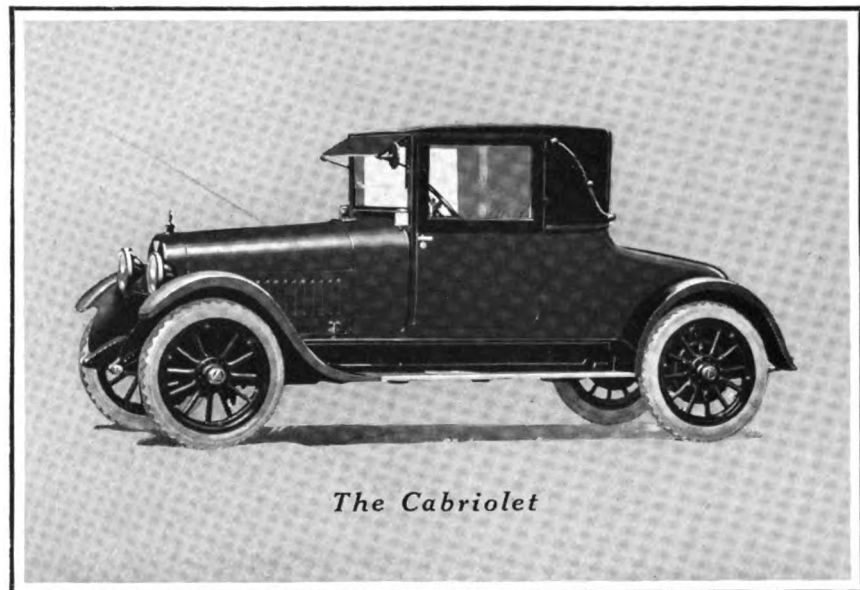
That this is so, that Hudson is the choice of those who are well able to afford cars of any make regardless of price is perhaps the greatest of all testimonials to the merit and value of the Super-Six. Value

in accordance to per dollar invested but regardless of cost.

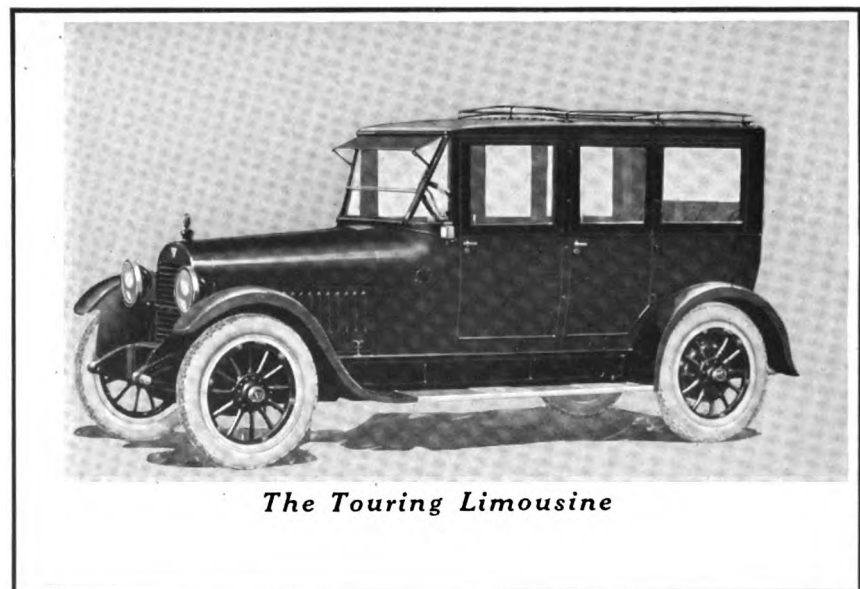
The fact that Hudson is the lowest priced car is greatly responsible for its large production; but the fact that the Super-Six despite of its low price is the choice of those who select it alone for its inbuilt value is the reason above all that should most influence you in selecting the new Hudson Super-Six for your next motor car.



The Four Passenger Phaeton

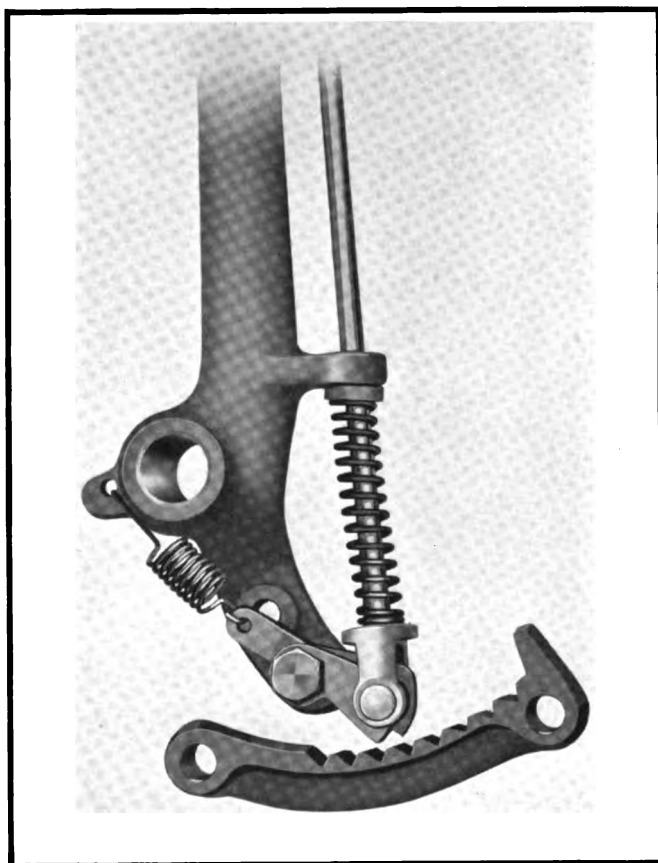


The Cabriolet



The Touring Limousine

on These Two Pages, There is Illustrated on the Front Page



The new Super-Six emergency brake ratchet has been made heavier and the ratchet teeth larger. The pawls which engage the ratchet teeth are double. This makes the brake as easy to set and as easy to release as though the teeth were small but the large teeth give absolute safety and ensure durability.

Continued from page 3) on the carburetor is secured by a compensating tube which connects the air intake with the float chamber. This is an economy feature as it conserves gasoline on quick throttle opening.

Internally, the manifold has been altered so that a heated surface is provided between numbers 1 and 2, and 5 and 6 cylinders. The intake manifold at these two points is brought into close proximity with the exhaust and a pocket formation is provided in the intake so as to re-vaporize any condensation of gasoline at these points. This aids materially in shortening the warming-up period.

While the clutch employed in the new Hudson is fundamentally the same as that on the old, considerable change has been made for the purpose of making gear shifting easier.

This has been accomplished by reducing the weight of the parts which revolve with the transmission shaft.

In the new construction, the transmission shaft is continued forward and forms the clutch shaft, eliminating the three-jaw slip joint used formerly as a connection between the clutch and

transmission shaft. This shaft has a pilot bearing in the clutch and carries the driven discs on a die cast aluminum drum. These driven discs are the light weight thin discs, while the heavier discs which carry the cork inserts are now the driving discs. Formerly, the driven discs carried the cork inserts and were the heavier of the two sets. The aluminum drum also carries cup-shaped inserts which act as clutch spring retainers.

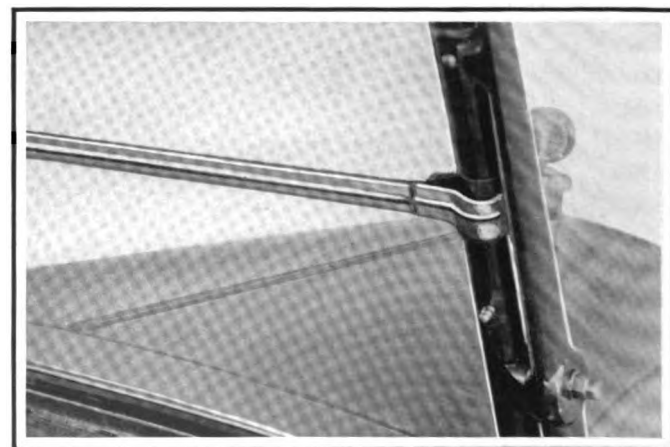
There are eight clutch springs spaced equally about the aluminum drum, giving a balanced pressure entirely around the clutch. The clutch release spider depresses these clutch springs by relieving the pressure on the clutch during disengagement. Actual separation of the clutch plates is taken care of by small springs placed between the clutch discs. The use of these springs gives a balanced disengagement which prevents any tilting of the discs. In addition to the disengaging springs there are also anti-rattle springs placed between the discs so as to prevent noise when the clutch is disengaged and relieved of pressure.

The clutch thrust bearing grease cup used in previous models has been eliminated by incorporating a large annular ball throw-out bearing automatically lubricated by the clutch oil.

The new transmission gear set is not materially different from the old. Some of the changes in the gear set have been made to accommodate the new clutch. The transmission shaft is extended forward as described and the shifter mechanism is now mounted in a sub-assembly with the top cover plate.

The speedometer drive is now enclosed with the gear box. This is an advantage over the old arrangement because lubrication is taken care of automatically, the parts being lubricated by the transmission oil.

The new windshield weatherstrip covers entirely the space between the two windshield glasses giving complete weather protection to occupants of the front compartment.



The gear shifter lever has been lengthened and the ball handle placed close to the driver's hand, making gear shifting considerably easier, not only because of lightened clutch action but also of the more accessible and longer lever.

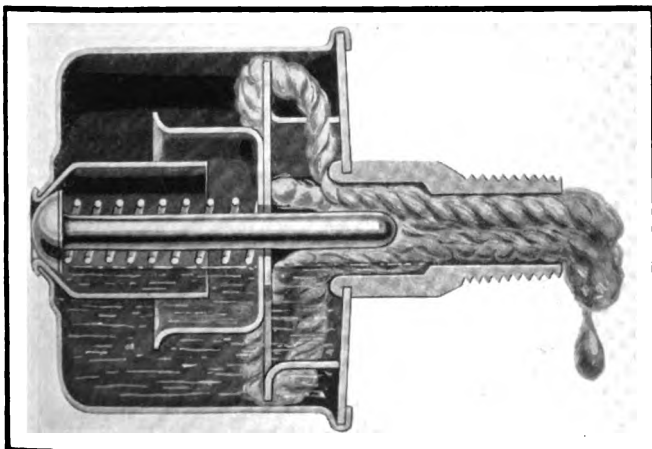
Another change concerned with the ease of operation of the car is in the emergency brake lever. In addition to having greater leverage, the ratchet has now been made heavier, and the ratchet teeth larger. In order that this change does not affect the number of positions in which the brake lever may be placed, there are now two pawls employed (note the illustration on page 6) which come into action alternately and give the effect of twice the number of teeth on the ratchet, making it easy to secure the lever so as to hold the car on an incline and also making for an easier release.

Ease of steering has been secured by lowering the ratio of the steering gear from $7\frac{1}{2}$ to 1 to $9\frac{1}{2}$ to 1. This not only has the effect of making the wheel easier to manipulate, but also results in a heavier worm wheel with consequently better wearing qualities.

With the easier steering control and the clutch and service brake pedal action responding to a lighter pressure of the foot, the handling of the car has been made a much lighter task. The accelerator pedal is now placed to the right of the brake pedal and is designed to allow for a restful foot position; and the new pedal arrangement permits resting of feet on the inclined floor boards which gives an added advantage through making long drives less tiring.

The lubricating points on the chassis are taken care of by a new type oiler which needs only weekly attention. The oiler contains a reservoir and wick feed. A new type of pump oil can is provided with the car so that the oil is forced into the oil cups, and then is fed from the reservoirs, which are contained in the cups to

A Cross-section view of the new type oiler showing how the wicking absorbs the oil and delivers it to the bearing surfaces one drop at a time ensuring continuous lubrication.



New type oilers replace grease cups on the new Super-Six chassis. Lubrication maintenance can be adequately taken care of in a very few moments with an ordinary pump oil can. The oilers are positive and automatic in their action—requiring no attention in the intervals between fillings.

the points to be lubricated by means of the wick feeds. This action can be clearly understood by referring to the illustrations.

The wheel base of the car remains the same as do all of the major specifications. The tire size remains the same also, but the tires now provided are cords as standard equipment in place of fabric. There have been a few changes in the detail work of the body and windshield parts.

The door jams are now pressed steel in place of wood and consequently more durable and solid. Open model equipment includes both inside and outside door handles, facilitating the opening of the doors with the weather curtains in position. The windshield is now fitted with a metal strip, with a rubber interlining between the two windshield glasses and extending around the windshield posts. This gives complete weather protection at the front end.

Editorial Note:—The foregoing enumerates the important refinements of the Hudson Super-Six. It is taken from an article written by J. Edward Schipper following an inspection trip through the Hudson factories when this new Super-Six was put into production, and it is interesting because it represents an outsider's viewpoint. Mr. Schipper is Detroit Editor of Class Journal Publications and is an authority on automotive design.

In your enthusiasm over the new Super-Six features do not overlook the fact that back of these, in Hudson's years of infinite care in car building, lies the greatest Super-Six merit.



IN THE BUILDING of all Hudson Cars from 1909 to the present new Super-Six there has been one great underlying principle—dependability. Hudson policy has been founded upon it.

Each year has seen improvements, a continued refinement toward the building of a better automobile.

The advance ideas you will always find in Hudson. But they must earn their right to belong. That fact established its leadership of motor style. And with its eminence as creator of mode Hudson performance also holds unquestioned position.

Since the advent, in 1916, of the Super-Six with the patented motor over 110,000 Hudsons have been sold. Through this motor and its exclusive principles Hudson leadership has been further extended. Now more than ever Hudson is firmly established, because of its all around dependability as a fine car—built to serve for years.

Uniformity of quality in the Hudson is assured because the Super-Six is machined and completed in the Hudson factory.

The exactness demanded in every Hudson manufacturing operation, all of the little extra adjustments and painstaking details are for just one purpose—the building of a real quality automobile.

All materials used in the building of Hudson cars are tested and treated in a completely equipped Metallurgical department and metal Heat-treating plants. The raw materials are inspected minutely and only those which measure up to the high standard demanded by a car of Hudson's fineness are accepted.

Machines of the finest and most modern type,

All Super-Six Open Cars Have Distinctive Custom Built Tops

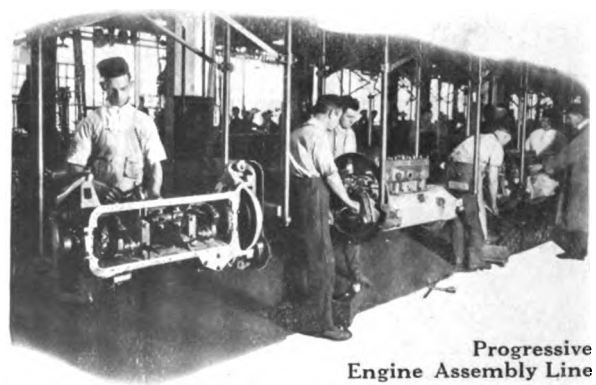


together with ingenious checking dials and gauges give that absolute accuracy needed in the fine fitting of one part with another which results in that smoothness of action for which the Hudson is famous.

But the greatest proof of the Super-Six after all is not how we tell you it is built—not the genuine value that is part of it from the time the first piece of raw material enters the factory until it goes out a finished product. These are vital and necessary things in the building of a good motor car, but the greatest proof that Hudson can offer to its prospective owners is the preference its present owners express for it. Its dependability and worth, its comfort, ease of operation and economy, its all around beauty and its distinction, will be attested to by Hudson owners everywhere. And the testimony of such owners should be convincing.



The Laboratory



Progressive Engine Assembly Line

The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, NOVEMBER 1, 1921

NUMBER 14

Hudson Makes Double Appeal— Price Advantage and Proved Quality

THERE are two new fields of prospects for Hudson salesmen, both made possible by the present Hudson price and its proved quality—a double appeal—one class of buyers that can be stepped up because of the small price differential and the other, those who can be stepped down because of the great value Hudson holds at this new low price.

The Step-Up

There are many people who have always wanted to own a Hudson, but price kept them from realizing their desire. They bought another car, and it was a second choice, for always they have thought of driving a Super-Six.

The step which separates Hudson from a long list of cars that heretofore have been regarded as second choice is now the shortest step in all Hudson history.

The small money gap that is between the Hudson at \$1895 from the many cars just below can be bridged by the salesman who will seek out these prospects. Some of these people will come into the salesrooms to look over the new Hudsons but a great many more must be called upon and told how small an amount of money will now make it possible for them to own a Super-Six. This new low price will sell Hudsons to many who have been left off prospect lists in the last few years. They can be stepped up to the Hudson today.

The Step-Down

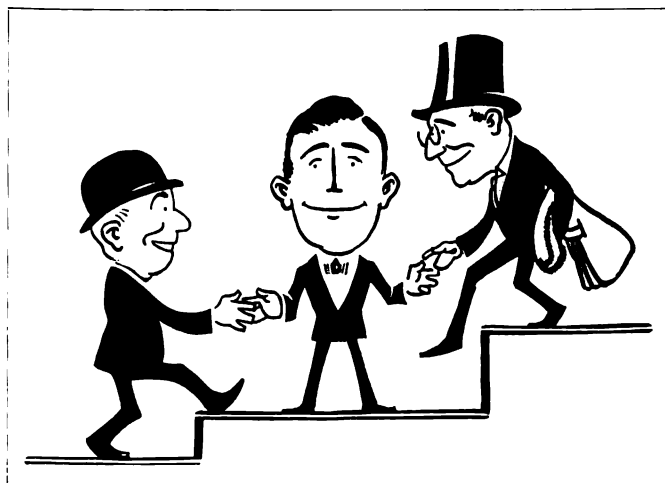
Hudson has always attracted a large market because of its known quality, and the Super-Six is being built better than ever today. The new Hudson has added refinement and important improvements over previous models. At the present price it is an outstanding value.

Those who are looking at higher priced cars will now hesitate if they are given an opportunity to appreciate what Hudson holds for them at \$1895.

There is a class of buyers to whom price is not the most important consideration. They seek quality. To these prospects the Hudson holds a double appeal. Its proved quality, fine lines and appearance are made

more attractive than ever by the low price at which it can be bought today.

These prospects can be stepped down to Hudson—first on the quality basis, and second on price. There never was a time when Hudson made such a strong appeal to this type of buyer.





How Columbus, Ohio Creates Demand for Used Cars

"CREATE THE DEMAND," said H. J. Schwartz, our Columbus, Ohio, distributor, while at the factory the other day. "That is my way of handling the used car problem.

"First, I eliminated the use of the phrase, 'used cars.' I do not sell used Hudsons. I sell 'renewed and hand fitted Hudsons'.

"Intensive newspaper advertising sold this phrase to the automobile buying public—first-class workmanship by our service department, backed up the phrase.

"The phrase and the quality of workmanship has been sold to such an extent that the selling of 'used Hudsons' by other dealers in my town is a difficult proposition.

"This state of affairs opens an outlet for used cars of other makes. Every time I hear of a Hudson taken in trade by some other dealer, I immediately get in touch with him, and offer an attractive proposition in the form of a trade with one of the cars he handles, that I have in my used car stock.

"The attractiveness of the trade puts over the deal, and because I get a good price for my renewed and hand-fitted jobs, the deal, when consummated, shows a profit on my books.

"As I say, create the demand for renewed Hudsons. Back up this phrase by good workmanship, and the effect will be noticeable on used car stocks."

Kansas City Uses Outdoor Service Court

The Hudson-Brace Motor Company have turned their backyard into a practical outdoor service court. Here instant attention can be given owners who want minor repairs or adjustments made. Such work previously had to be done on the upper floors of their service building

or in the street. Other Hudson distributors throughout the country have made similar use of vacant lots and found it possible to reduce overhead on service and give more prompt attention to owners, particularly that class that wants something done in a hurry.

Meeting the Long Trader—A Suggestion to Salesmen

"YOU have thoroughly convinced me," said a prospective purchaser to a Hudson salesman a few days ago, "that the Hudson Super-Six is a better automobile than the ———— and a wonderful buy at the new price, but I cannot overlook the fact that the ———— salesman will allow me \$900 for my old car and your offer is but \$600."

"Mr. Brown," replied the Hudson salesman, "the dealer who is using good judgment today cannot allow you one dollar more than your old automobile is worth. Our appraisal covers the actual value, not one penny less than your car is worth. It is a fact that we do not make any money in our used car business. Our main object is to buy at a fair price so that we can sell without a loss. You can check the records of any of the reputable concerns and find that used car sales are not profitable.

"There are dealers, however, who will allow you, say, \$200 to \$400 more, but have you taken into consideration as to whether you are getting full value for money expended? Why can he give you \$200 to \$400 more when it is a fact that

he will lose this amount when disposing of your old car? Why is it necessary for him to offer such an inducement? Are you gaining on one end of the sale and losing on the other?

"Important comparisons to make today are total price reductions. After comparing values and price reduction amounts with the Hudson, is it possible that the price of the ———— car will be reduced? If this should occur tomorrow or six months from tomorrow, the trade advantage now offered would be eliminated.

"Mr. Brown, the Hudson car is not of the 'long trade' type. The Hudson Company has not priced it nor built it to sell as a 'long trade' proposition. This is substantiated by the present selling price. Quality and price reduction comparisons prove that Hudson is not overpriced. It is offered at the lowest price possible. You are getting full value for your money.

"Here is an 'orphan' list comprising the names of many cars that were helped along the downward path by 'long trade' transactions.

And you know what being placed on the 'orphan' list means to parts service and re-sale values.

"The 'survival of the fittest' is referred to very often in these times in connection with the automobile industry, and the dealer who offers you a fair price for your old car with the new car also listed at a fair price will continue in business. He will not be here this year and gone the next. This service factor alone is all important to you as an owner and can be figured as a saving in dollars and cents.

"Remember, buying a car is an investment which continues throughout your ownership, ending only with the selling of your car. The re-sale value is important to consider. Here are Hudson re-sale values. Check them against the re-sale prices of other cars. Note how much of the allowance promised you by the other salesman is offset. Add to this, value and quality known of the Hudson, the standing of the factory behind the car, the standing of the dealer selling the car, and the value of the dealer's service efforts. Long trades do not always mean long values, Mr. Brown."

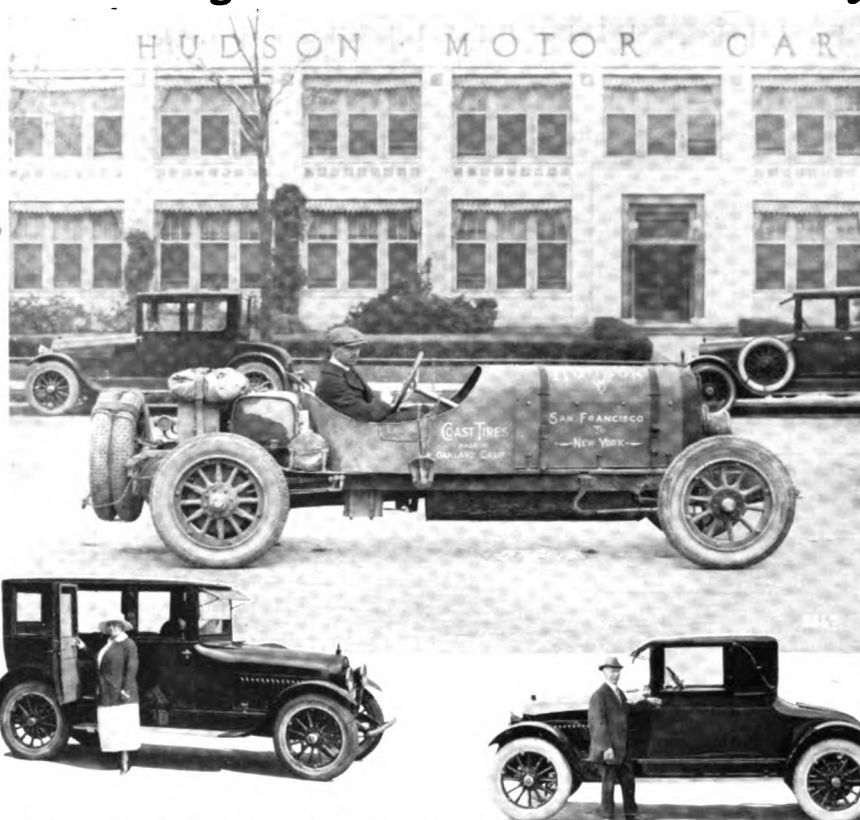
Keeping on the Main Track

EVERY business can be compared in a more or less general way to a railroad system. It has a main track and upon the proper use of this depends its success. Some business men have been getting off the main track in the last few years. They have added many side tracks and now they find themselves with a lot of stub lines that do not lead anywhere, except to tie up their capital and keep business off the main line.

"I never realized until the other day," said one middle western motor car dealer, "how far you could get away from the main job until I started out to take an inventory of what we were doing besides selling automobiles. I found that we had gotten in much the same state that some drug stores have recently. They seem to sell everything besides prescriptions. Swimming caps, bric-a-brac, most everything is in sight in them. And here was I carrying a big stock of tires, accessories and a whole lot of other things that diverted me from the thing I started out to sell and held a franchise for doing—Hudson motor cars."

Of course no one will argue that an up-to-date wide-awake automobile merchant should not handle a certain number of accessories; that he shouldn't carry a few tires or keep a good stock of parts on hand. But this dealer, like a lot of others, tied up too much money in these departments. This material if liquidated today, could be turned into sufficient cash to develop their territory, to put on additional salesmen, to add another demonstrator for winter business.

Interesting Visitors Come to the Factory



THE home of the Hudson, in the course of a year, is a Mecca for a great many interesting people. And generally as in the case of these shown in the above group, each visitor is worth a story if space would permit. In the larger picture is Ben Harper, of San Francisco, sitting in a rebuilt Hudson of 1913 vintage, with a mileage of 264,000 miles. This car Harper drove across the continent to New York in 6 days, 9 hours' running time, stopping in to visit the factory on the return trip. Mlle. Luise Luisma, of Barcelona, Spain, and a member of the firm that distributes Hudson cars in that far off country, is shown standing beside a Hudson sedan. Mlle. Luisma is one of Spain's real business women. The third member of the group is Charles Andress, for many years one of the leading circus men of this country, but now a Kansas farmer. Mr. Andress came to the factory recently to take delivery of a Hudson Cabriolet, drove it back to Kansas and by this time is on his way, via Hudson, to spend the winter in California.

Take No Chances on "Pirate" Parts

THE illustration below shows two pistons which, to the casual observer, are exactly the same. Both appear to be of good workmanship, but, unless special inspection fixtures, gauges and tools are at hand, the defects of either cannot be discovered.

In order for a piston to function properly

it must have certain characteristics, most important of which is the out-of-round condition. It is very difficult to control this, because cast iron will distort or go out of shape as time goes on. However, if it is of the proper grade of iron and the casting is properly handled, the out-of-round condition can be controlled. We are able to control new

pistons to the extent of a limit of .001" out of round. The piston in the illustration, which was furnished by an outside manufacturer, is .003" out-of-round, although the casting is almost identical.

The piston pin hole alignment, which is most important and which must be absolutely true, is .002" out.

The diameter at the ring lands, which must be accurate to the extent of having the correct clearance with the cylinder wall, and which is most important on account of the excessive expansion at this point, must be controlled within very narrow limits—our allowance for oversize in this connection being only .002". The piston in question is nearly .005" oversize.

There are other variations of lesser importance—for instance, the piston pin hole relief, which must be from .010 to .015" in depth. The piston in question is only .004". The countersink, which must be on a factory piston, is also omitted.

The piston, however, is one of the best "pirate" pistons we have ever examined, there being many other makes on the market which fall far short of coming up to Hudson specifications. We are calling it to your attention just to indicate how impossible it is to check the little things which make the part ultimately satisfactory to the purchaser. You cannot afford to jeopardize the reputation of your repair shop by using parts which are not up to factory standards, and, unless such parts are passed through our Inspection Department, you cannot possibly assure yourself that they are going to be good enough for you to use.



Service Suggestions for Cold Weather Driving

BEGIN now to acquaint your owners with the fact that winter driving imposes certain obligations on them, many that they can take care of themselves and some of which should be taken care of by experts in your shop.

Positive lubrication is of paramount importance—a lighter oil must be used and the crank case must be dumped and replenished with fresh oil more frequently.

Transmissions and differentials should be inspected to see that the lubricant being used is not "channelling." It must flow at a low temperature and to obtain this result it may be necessary to mix it with ordinary motor oil.

Use light oils with a low cold test in the new oils that have been installed on the later model cars.

Drain carburetors and vacuum tanks frequently to prevent the freezing of water which collects in these units.

Storage batteries should be inspected often to see that they are properly charged.

Recommend the exclusive use of alcohol solutions as an anti-freeze medium. Many chemical solutions leave a deposit which clogs the water passages, in addition to eating away the metal of the radiator core.

Hudsons Prove Worth in Bus Line Work

IN practically every section of the country the automobile is being used on regular routes to carry passengers between towns, competing with railroads and interurban lines. Hudson cars, because of the way they stand up and render service under all sorts of road and weather conditions are great favorites for this kind of work. There probably isn't a locality where a Hudson dealer could not find an outlet for his used Hudsons in Bus service.

One of the most interesting records received recently is that of a fleet of six Hudson phaetons operating between Flint and Fenton, Michigan. The distance is 18 miles between towns and each car makes from three to six round trips a day. A schedule is maintained of forty minutes each way.

The average number of passengers per trip is five but on busy days as many as fifteen are carried. Whatever hand baggage the passengers have is taken at the same time, and in the afternoon the Flint papers are piled between the fenders and the hood on the trip to Fenton.

The following figures furnished to the Farwell Motors Company, of Flint, by G. D. Merrick the proprietor, indicates the wonderful record this fleet is making:

Car No. 1, Motor 1 H-2861, was bought in Feb. 1917, had been run 7,000 miles and has now covered a little over 200,000 miles.

Car No. 2, H-Motor 6122, bought in June 1917, had been run 7,000 miles and has now covered a little over 200,000 miles.

Car No. 3, H-Motor 2127, bought May, 1918, had been used over 40,000 miles and has now run over 160,000 miles.

Car No. 4, H-Motor 6655, bought Nov. 22, 1918, had seen more than 9,000 miles and has now covered over 120,000 miles.

Car No. 5, H-Motor 12334 bought in Feb., 1919, had been driven 16,500 miles and is now well passed the 90,000 mark. This car is the spare car used for long trips and as an extra when the traffic is heavy.

Car No. 6, M-Motor 52375, bought in May, 1920, had 11,000 miles when put in service and is now over the 40,000 mark.



Winning the Coveted Pikes Peak Classic

THIS is King Rhiley, who gained fame last September by winning the Pike's Peak Hill Climb, with a Hudson Special. Rhiley is the Hudson Dealer at Oshkosh, Nebraska, and at one time he was mayor. He holds most all if not all of the dirt track records in the state. His hobby seems to be winning whatever he goes after.

Rhiley, driving a Super-Six Special, won the Pike's Peak Hill Climb and the Penrose Trophy cup at Colorado Springs on Labor Day, by climbing to the summit in 19 minutes and 16.2 seconds.

This time is much faster than was made last year but does not equal the record made by a Hudson Special in 1916 when the summit was reached in 18 minutes and 24 seconds.

Those who witnessed the race are still talking about the way Rhiley drove to the Peak, hitting the curves at a speed that stunned even old timers, and more remarkable in view of the fact that he had only driven over the course five times prior to the day of the race, while other contestants had been practicing for weeks.

sees operations on his 400,000 acre estate in northern Durango, presented to him and his followers by the Mexican Government as a peace token.

Yes—They Are All His



WHEN the annual Groceriesmen's picnic was held recently in Spokane, Washington, the John Doran Co., made a hit by furnishing Super-Sixes to carry the "largest family" to the outing. Here they are all piled into one car. Mr. and Mrs. Henry Eyrych and ten—count 'em—ten children. They took the prize. John Doran Co. got the publicity.

Give Villa Two Hudsons—He Promises to Behave

PANCHO Villa's faithful caballo (that's Mexican for horse) has been retired in favor of two Hudson Super-Sixes.

The famous ex-bandit, Mexico's Robin Hood, has two Hudsons with which he over-

A Tip Overlooked—A Sale Lost

A man and wife entered a sales-room and casually looked over the models displayed.

A salesman approached, and greeting them pleasantly asked the man if he was interested in a car.

"No, but my wife is," was the reply.

The salesman then started his selling talk, explaining very carefully to the man all the strong points of the car. The next day he followed up the prospect at his office.

The couple bought another make of car. The salesman did not follow the lead given him at the outset in the word "wife."

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, DECEMBER 1, 1921

NUMBER 15

A Message of a Year Ago and a Message of Today

THERE are many prospects for cars today.

"Not as many as some months ago, but enough to give you a good business *if you will search them out.*"

That was the gist of a message sent by the Factory to the Hudson selling organization a year ago. The days of selling-without-effort had ceased very suddenly, and some dealers and some manufacturers had felt the prop of surplus demand fall from under them.

A good deal of fair-weather courage began to ooze out and disappear.

In that condition, Hudson saw an increased opportunity. Hudson counselled courage, and sent its selling organization the word to rejuvenate aggressive selling methods, and to keep trying harder as the other fellow pulled his punch. There was business if it was sought out.

Now what has the year brought out?

Some men have hit the ball, and some have not. There has been no rush of business, but nevertheless, many dealers have gone ahead fairly well—or better.

1921 has brought very fair business, and even good business, to many Hudson men, especially those who pressed their full opportunity when their competitors took the defensive. Certainly there has

been business to those who have sought it out.

If 1921 worked out thus fairly, how much better should 1922 be?

A year ago, the trend of business was radically downward; now it is distinctly upward.

The number of prospects then seemed to be shrinking. Now it is a matter of universal observation that interest is increasing. The general air is one of encouragement, and it is in such an atmosphere that the public will buy.

In 1922, some factories will stand still, others will grow greater. Some dealers will be unable to overcome obstacles. Others will find business rewards quite satisfactory. In all conservatism, 1922 will doubtless be much better than the tough old customer, 1921.

And so the text of a year ago holds good as the message of today.

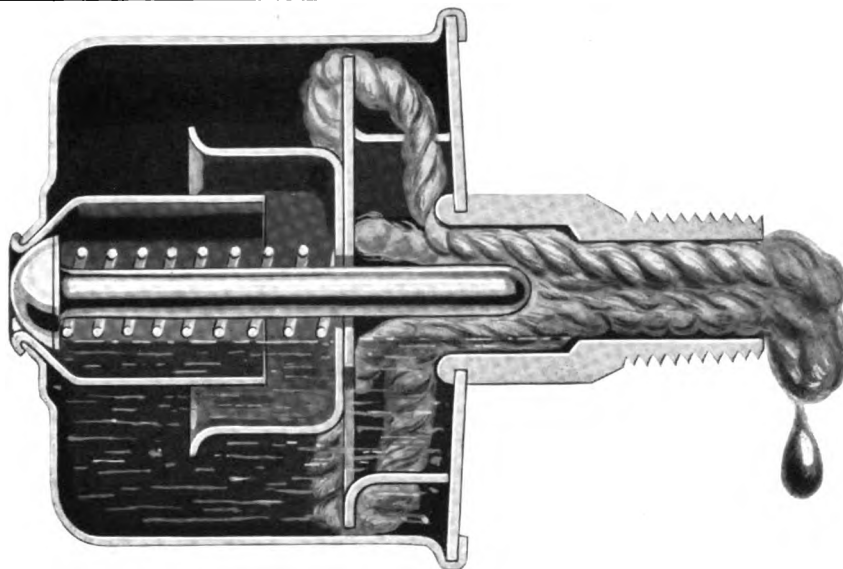
There is a demand for right cars at right prices.

And never have such values been offered in Hudsons as are now announced for the new year.

There is a demand for skillful, scientific sales leadership and aggressive, determined personal salesmanship.

The supplying of that is up to you.

Hudson Oilers Give Positive Lubrication



THE oilers used on the Hudson car are an exclusive feature. Their purpose is to simplify that part of the maintenance of an automobile which is most objectionable to the owner—frequent lubrication.

Each oiler is, in itself, a reservoir, sufficient to last for about a week's driving. It cannot feed the oil faster than is permitted by the wicks which fill the outlet of the oiler, from which the oil runs—a drop at a time. No matter in whatever position the oiler is placed, provided it is not vertical, the oil will touch the wicks and feed automatically. If the road is rough and the oil is thrown around in the reservoir, more wicks will be soaked and a tendency to feed by gravity will give additional lubrication necessary under such strenuous conditions. On smooth roads, where the wear is negligible, comparatively little oil will be used. Thus the lubrication may be relied upon to last a long while and to meet all requirements, no matter how strenuous.

The oiler is filled by means of a "pump" oil can supplied with the car as regular equipment. It cannot be filled more than half full, and therefore contains a reservoir of air as well as oil. This permits us to seal the oiler by means of a check valve held in place



by a spring. The reservoir permits the oil to feed, which would not be the case were the oiler completely filled and sealed, as it would then be necessary to provide a vent or air inlet to take the place of the oil as it drained out of the oiler. Most standard types of oilers on the market

have the disadvantageous feature of being either too tight, and incapable of feeding on that account, or else they are provided with vents, in which case they leak oil and present a very dirty appearance. It is impossible to stop all leakage, as oil has the ability to seep through much smaller openings than water or grease, and even air. But by the same token it makes the feeding of the wick a positive matter; and, providing we can seal the oiler against the entrance of dirt or water, we can insure lubrication to the bearings of the shackle bolts, axle knuckles, tie bar pins, etc. Note, therefore, that the advantages claimed for this oiler are:

1. Practically positive lubrication by a drop of oil fed continuously.
2. Lubrication is adequate, but there is practically no waste.
3. The greater the agitation and the greater the work on the bearing, the faster oil will feed because more wicks are carrying oil.
4. When standing still, practically no oil is feeding.
5. The oilers are all standardized and can be easily filled with an oil can.
6. The oilers contain a reservoir of oil sufficient for many days' lubrication, dependent upon the kind of usage the car receives.
7. It is the cleanest form of lubrication maintenance possible.

A word of caution in connection with the coming winter and its relation to these oilers: It is obvious that the colder the weather, the greater the tendency for the oil to congeal. In some climates it may be expected that oil will hardly flow at all in winter and under these conditions it cannot very well be expected to pass through a wick. It will, therefore, be necessary to purchase light machine oil, or ask your oil merchant for an oil that can be guaranteed to flow easily at the lowest temperature you will experience. In this way you can insure the working of these oilers under all conditions. It also follows that in hot weather a slightly heavier grade of oil can be used to advantage.

Making a Real Buyer of a Used-Car Seller

A SUCCESSFUL Hudson dealer tells the *Triangle* that he finds out-spoken frankness a great aid in dealing with the prospect who is shopping around for the best trade-in proposition, and who talks freely of the virtues of his used car. He says:

"Quite good-naturedly, but point-blank, we ask the prospect if he is chiefly interested in buying a new car or in selling his old one. We hasten to explain that the question is asked in good faith, and in his own interests as well as our own.

"An important matter of mental attitude is involved, we continue.

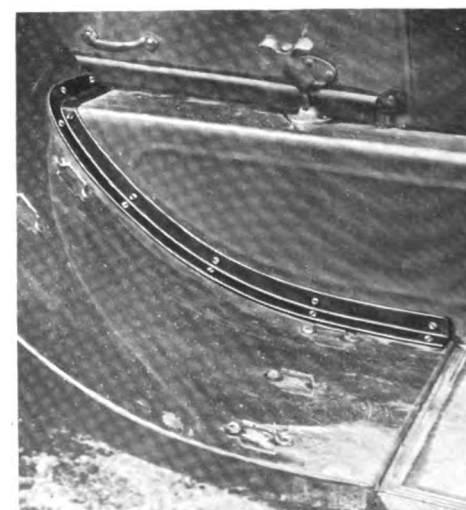
"For if his mind is chiefly on the old car, is he in the right frame of mind to look carefully into the new one? Is he likely to look carefully into the real comparative values of the cars he might consider?

"Isn't he likely to make a motor car investment without really knowing what he is about to buy? And isn't he likely to be unduly attracted by some car which benefits from a lack of investigation; and which is correspondingly long on trade allowances?

"We shift then to the admitted point that there are varying qualities of cars—many of them, and we ask him if he really doesn't think his motoring satisfaction for the next year is of highest importance.

"Usually, the way has been completely opened now for a discussion of the reasons why the Hudson is a good buy. And that is all we ask."

Fenders



We have now made it possible for those desiring to use the new style Hudson fenders on earlier model "O" cars to do so without installing new splash guards. In this way it is not necessary to lift the body or remove the bolts—a considerable saving.

This is accomplished by the use of finishing strips which are bolted to the fender and splash guard, thus making the installation rigid at this point and giving the joint a finished appearance. The same construction is used on all model "O" rear fenders.

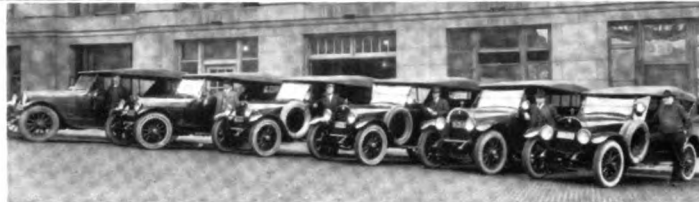
Service will be in a position to furnish them by the first of year.

Seattle, St. Paul and New Rochelle Select Hudsons



CHIEF NILES, of the St. Paul, Minn., Fire Department believes in being first on the job at the fire. This is assured because the Chief uses a Hudson Super Six 4-passenger phaeton.

The Twin City Motor Car Company, our distributors in St. Paul and Minneapolis reports that the Chief is "in love with his Super-Six."



"Keep away from Seattle," orders the master mind of crookdom, "the bulls drive Super-Sixes."

The Seattle Police Department selected Hudsons from bids

submitted by representatives of all makes of cars ranging in price from two thousand to four thousand dollars. They even specified in the bid calls—Hudsons or their equal.

Chief Jones, of the New Rochelle Fire department, when asked about his Hudson, just grinned with evident satisfaction and said:

"You can say for me that I am more than pleased with the car and the way it works. It is certainly a huge improvement over the old car and the commissioners deserve great credit for their selection."

Portland, Me., Keeps in Touch With Owners

Here is a letter that is received by the new Hudson owner in Portland, Me., the day after he takes delivery of his car.

Dear Mr. Smith:

WE have noted with much pleasure, your investment of recent date in the purchase of a Hudson car. It now becomes our privilege, as well as our duty, to keep in close contact with you, in order to offer you the benefit of our years of experience in handling these machines. Having made your investment it becomes incumbent upon you in caring for same to take advantage of our suggestions as offered to you at regular intervals.

Not only do we desire to impress our policy of satisfactory service upon you by mail, but we shall also attempt to show you the policy of our service station. As you know, we have a modern station, equipped with efficient machinery, devoted solely to the repair of Hudson and Essex cars. The chief and most important aim of our shop is to have and keep satisfied owners. To that end we bend all our efforts. Modern equipment, efficiently trained mechanics, courteous representatives and personal attention result in perfect satisfaction for our owners.

We are also mailing you under separate cover an instruction book for the care of your car. We suggest careful study of the booklet on your part, since it has been prepared by our most efficient manufacturing engineers.

Yours very truly,

Owners appreciate this attention, and they reciprocate, not only by purchasing a second car, but also by spreading the good word of a satisfied owner and supplying names of real prospective buyers.

Novel Show Room Display Sells Three Hudsons in One Week



THIS unique display, showing Super-Six features of construction, ordinarily hidden from view, has sold three Hudson cars the past week for the Fain-Bender Motor Company, of Fort Worth, Texas. In many ways, the method is better than showing the stripped chassis because the unusual position of the car not only attracts attention, but it also affords an opportunity to clearly indicate the various construction features. Then again, the features selected are of the tangible kind, easily understood, and for that reason make a deep impression.

"You can examine the Hudson Super-Six," says the salesman, "on the inside, outside, topside and bottomside. The same principles of design, the same exactness of machining and fitting that you will see in the motor itself are applied to every unit on the car."

For illustration, the spring shackle assembly is used. The strength of the frame and method of attaching cross members, the sturdy axle construction, the spring clip assembly, the use of high grade, adjustable roller bearings and other features that can be readily understood are impressively described.

Richmond's Hudson Batting Average from 1916 to 1921 is .960. What is Yours?

CLEM McCONAHA, of the McConaha Company, our dealers at Richmond Indiana, reports that "ninety-six per cent of the owners to whom we have sold Hudson cars are still driving Hudson cars, some the original car purchased in 1916 when we took the Hudson contract, others their second, third and fourth.

"Of the four per cent who have replaced their Hudsons with other makes they have in all cases replaced open cars with closed cars and with but one exception the car they purchased has been very much higher in price than the Hudson.

"We feel that the above statement is made possible as a result of the sale of a high quality automobile, reasonably priced, followed by prompt, efficient and courteous service to owners."

Prompt, efficient and courteous service to owners is a wonderful sales asset. It sells and keeps owners sold.

"Mike" is Dead

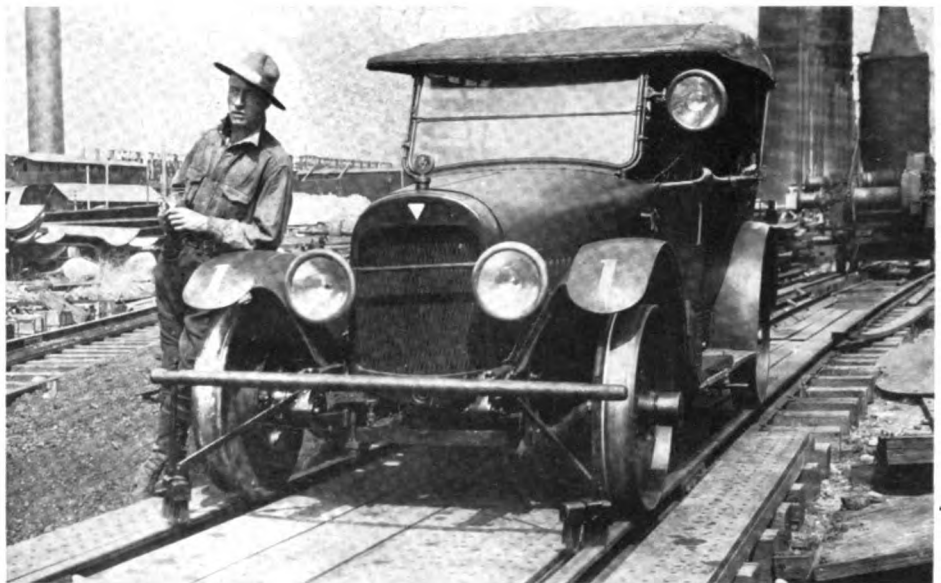
AFTER eleven years of its existence as the official police patrol of Union City, Pa., "Mike," as the city's "Black Maria" was christened after its first passenger, has been retired. Mended and patched, but very ragged and weather-beaten, the old Hudson has been relegated to the cellar of the police station.

During its service it is estimated that 25,000 drunks have ridden on its slatted floors. It has hauled hundreds of patients to the hospital and has even done duty at church services.

One night during the winter of 1914 when a heavy snowstorm had blanketed the city, Robert D. Warman, who was then burgess, sent the car around to the Third Presbyterian church and all of the members of the missionary society rode to their homes that night in the patrol. Had it not been for this courtesy most of the members would have been marooned in the church, for cars were not so plentiful in those days as at present.

But of late "Mike" has been unable to stand the strain. Some of the force believed the old rough rider was buoyed to action by a whiff of the spirits which it frequently hauled, but others say the death is just a natural one, due to old age.

A Hudson Super-Six on The Track in Peru



THE Cerro de Pasco Copper Corporation of Oroya, Peru, use a 1918 Super Six seven passenger phaeton that has been adapted to run on a railway track. Alterations have been made to the front axle and the wheels have been replaced by solid steel units weighing over 300 pounds each. This car is operated on the Central Railway of Peru, which is the highest broad gauge line in the world, the highest point being 15,800 feet above sea level.

Mr. H. R. Ramus who is shown standing beside the car writes, "I have often driven this car from Callao (the lowest point) to Ticlio (the highest point), on high gear and without changing the carburetor adjustment at any altitude. There is not a level stretch for 106 miles and the grades average from $3\frac{1}{2}$ to 5 per cent.

"The rear axle has not been touched," continues Mr. Ramus, "and has not given any trouble at all, which is contrary to most of them, when used on the track. In fact, this Super Six has made the best showing of any car I have tried out here, on either the road or track."

There is a twin jack located in the center of the car, with a revolving plate on the bottom, so that the car can be turned at any point on the line.



NIGHT and day service, every day in the year, is maintained by the Wabash Valley Motor Co., distributors for Hudson and Essex cars, at their branch in Evansville, Indiana. The beautiful establishment pictured above contains 45,000 square feet of floor space and houses both Sales and Service departments. The list of satisfied owners in Evansville and vicinity is a long one and they speak highly of the quality of service rendered.

Make The Triangle Your Paper

WHEN a Hudson in your town Never Wears Out, that is news. When a high standard of service makes friends and business, that is news. How you do it is news.

Or when a new display idea gains merited results, that is news. Good performance, good selling, good service—these are news.

Send this news along to the *Triangle*, and the usefulness of every good idea will be multiplied many times. The benefits will be passed along to all.

Make it a habit to send the *Triangle* all news. If you think it is news, but aren't quite sure, why—Try it on the *Triangle*.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, JANUARY, 1, 1922

NUMBER 16

1922---

A YEAR FOR Good BUSINESS

To All Hudson and Essex Distributors and Dealers:

IN the automobile industry, 1922 will be a year of great suc-

cesses and great failures. Hudson and Essex are all set for a very large business.

By now the successful manufacturers have used up their heavy, expensive inventories and have their costs down, permitting low list prices. No one is better ready in this fight for sales than the Hudson and Essex factories.

The new prices just announced on both cars make you the most formidable competitors of other dealers in your territory. *Never has our line carried such relatively low prices in the market.*

Our high credit standing and our extraordinary buying power enable us to pass on to your customers values that we have never approached before. And genuine value has never been so sought by the buying public.

Hudson and Essex cars are tried out and seasoned. We are now offering values in

President Chapin's Message to Men in the Field---The Year of Greater Values Here With Hudson-Essex in Lead

closed models surpassing everyone. The reduced list has opened up entirely new fields of buyers that you could never reach with

our line before. Compared with our prices of a year ago, the possible buyers of Hudson and Essex cars are *doubled or trebled*.

Improved general business conditions are apparent every day. However, if there is any one thing that we have all learned these past eighteen months, it is that ample business is to be had if you have prices, goods, and the energy to get it. Orders are ready for you right now. Let nobody wait for the spring trade to open up, for a great price advantage rests in your hands *today*.

Our hearty thanks go to you for your fine cooperation last year. Without your help the good things for the New Year would not have been possible. We have reduced our prices to the bone that we both may prosper.

We know we can count on you to do your part and do it *now*.

A handwritten signature in cursive script, reading "J. D. Chapin".

\$100 a Day for a Window

EVERY Hudson dealer and distributor knows in a general way that a proper use of his display windows brings real dollar returns.

But how many know exactly—or even closely—the actual money value of a properly trimmed window, the value being computed as the amount of hard cash which it can actually be sold for?

Many large department stores actually sell, or rent, their windows, receiving definite and decidedly substantial sums for them. The sale of course is not to outsiders, but to their own departments.

ONE WINDOW—\$100.

Let us say that a certain department of one of Chicago's largest department stores plans a special sale. It is up to the head of this department to make a definite profit on his sale. So he figures his costs, his probable receipts, his margin of profit and his special expenses for sales and advertising. If he wishes to utilize one of the best State Street windows to increase his sales—just a single unit of space—his department is charged with a rental of \$100 a day.

Yet so valuable have these windows proved in actual sales-getting results that they are constantly reserved for weeks in advance. The department heads find that even at \$100 a day, these windows are a profitable investment.

The Filene store in Boston values its window display space at \$150,000 a year; Saks & Co., of New York at a little lesser sum.

THE HUDSON MAN'S PROBLEM.

What then is a proper display window worth to an automobile distributor or dealer? To a Hudson-Essex man, with his handsome line of cars?

Doubtless he has paid a substantial rental to obtain space on a choice street. That expense goes on whether he fully utilizes his window or not. The goods he handles are particularly adaptable to attractive and handsome displays. If he is a man of experience, he knows that the right display of cars brings crowds to his windows, and into his store. They stimulate the desire of ownership in everyone who sees them.

Isn't it obvious therefore that the automobile dealer who fails to use his windows is taking money from his own till?

Hasn't he an asset that he is failing to utilize,—after paying for it.

Isn't he doing his business and his line of cars an injustice?

A PERSONAL OPPORTUNITY.

This of course, need not mean a constant succession of costly or spectacular displays. It should mean, probably, an occasional bit of extravaganza stage-setting, and a consistent continuous policy of attractive car displays, with changes in the exhibit often enough to keep the public interested.

In these days of increased sales pressure, the problem is worth each distributor's and dealer's own best thought.

★ ★ ★

I HAVE a Hudson Four that has been run for ten or twelve years. It has given wonderful service and now needs overhauling. I want to know your price for overhauling this motor and how long it would take.

W. L. GUILKEY,
405 N. Jackson St., Frankfort, Ind.

Reduction Announced in Theft Insurance Costs

THE Underwriters' Laboratories have now approved and listed the "Essex Factory Standard" Automobile Locking Device and the present type (with cast-iron lock housing) of "Hudson Factory Standard" Automobile Locking Device. This applies to all of these devices on cars previously sold and includes the cars numbered as follows:

Essex Automobiles of the following or higher serial numbers, when preceded by 5A, 6A or 7A:

Touring Car.....	9,520
Roadster.....	61,115
Sedan.....	70,733
Cab.....	85,000

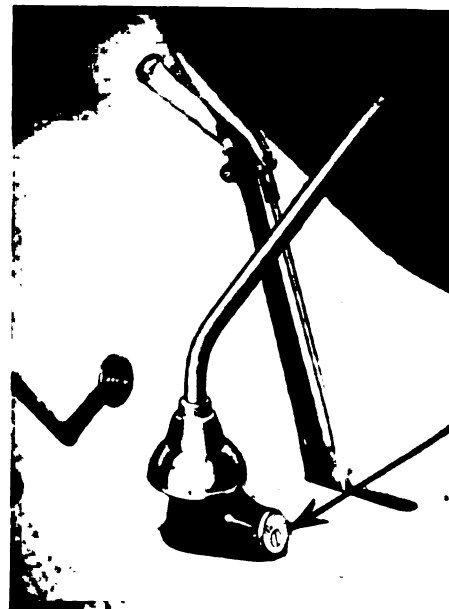
Also any Essex numbered 500,000 and upward, not preceded by initial.

Hudson Automobiles of the following serial numbers and upward.

7-Passenger Phaeton.....	102,706
4-Passenger Phaeton.....	203,537
Sedan.....	300,992
Coupe.....	330,826
Cab.....	360,170
Limousine.....	370,085
Touring Limousine.....	350,679
Chassis.....	380,003

This approval cancels the penalty charge of from \$15 to \$25 heretofore added by Conference Stock Insurance Companies to the theft premiums on cars due to the locking device not having been "listed." In addition to cancellation of this penalty charge, owners of Hudson and Essex cars bearing the above numbers or higher, are entitled to a 20% discount from the regular Theft Insurance Premium.

Locking devices on our present and future production will bear the stamp "U. L. Insp." which is the conference stock insurance companies identification requirement in order that local agents all over the country can



waive the penalty and grant the discount. Because of the difficulty of marking the thousands of cars already sold, the insurance interests have agreed to grant the above concessions on all cars heretofore sold without requiring the identification stamp.

SPECIAL NOTICE.

Locks are made to be used and their efficiency is judged by results. Please, therefore, in your publicity occasionally refer to the importance of owners using their locking devices at all times, even when only leaving the car for a few moments.

For 1922--- a Sales Plan

HOW does this sound for a Sales Program for the grand New Year of 1922:

Completely Listing Prospects

Revision of lists, bearing in mind Hudson's lower range in the price classifications.

The enlargement of present lists, using present owners and friends as assistants. Has every satisfied owner been encouraged to tell his friends?

More Intensive Work

Systematic 'phone campaign.
Display advertising in newspapers.
Direct-by-mail Sales campaign.
Sales contests, where considered advisable.
Keep the Show Room constantly attractive.
Try this for a week: An extra hour morning and evening.

Used Car Methods

Buy 'em right.
Let each new car salesman dispose of used cars he takes in.
Every used-car trade is a separate proposition, and it requires skillful individual judgment.
Sell your car to the prospect; don't let him sell his car to you.

Making the Owner Glad

Give prompt, reasonable, efficient service but not free service necessarily.

Winner's Flag for Hudson Men

HUDSON and Essex almost had the field to themselves in recent road races and endurance runs in Europe, full reports of which have just reached the United States.

In speed, in hill-climbing and in long-run dependability, the big dashing Hudson and the snappy little Essex showed their tail signals to other contestants.

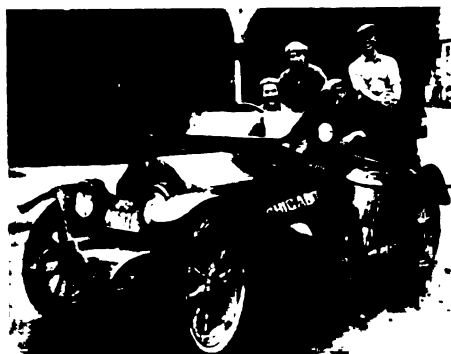
The Danish Grand Prix was scheduled as a Reliability Trial from Paris to Copenhagen, which however, resulted in a speed race from Paris to the Danish border, and from there on into a Reliability Trial, on account of the speed regulations in Denmark.

In the class for large cars, Mr. Friis, who is one of the sub-agents of the Skandinavisk Motor Company of Copenhagen, driving a Hudson Super-Six was first.

In the Gaillon Hill Climb an Essex, driven by Mr. C. Harold Clay, an amateur owner and driver, was first in its class and second in another class, while a Hudson Super-Six entered by our Paris distributor was first in another class. These events are very beneficial to sales on the continent, as they strongly appeal to the public.

Every satisfied Hudson owner will help sell a car or so a year.
And a dissatisfied one will kill 20 sales.
Encourage efficient work in the shop; weed out men who hurt your business.

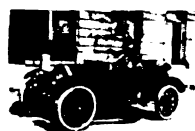
They Never Wear Out



DO they look so down-hearted? These four—Paul Weisman, Leo McGinnis, Frank Cooper and Daniel Kenney of Chicago—took a 1912 Hudson with 122,000 miles behind it, and drove overland to Los Angeles in it. They had no mechanical trouble, and occasionally hit as high as 60 miles an hour. They bought the car for \$75 from a man who has foolishly thought that you can wear out a Hudson.

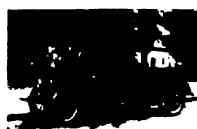
★ ★ ★

HERE'S George Koch, chief of police at Quincy, Illinois, in a Hudson that is still able to run down thieves, bandits and speeders despite 250,000 miles of service. It was first used as a demonstrator. The car is in perfect running order, with only renewed bearings for one front wheel and a set of piston rings. It's a regular attendant at all fires.



★ ★ ★

STILL looks pretty good, doesn't it? It belongs to Mrs. Ray Woodman of Mitchell, S. Dak., who got it for \$400 after it had run 75,000 miles. It went through 45,000 miles in the taxi business, beginning in 1915; then was overhauled for commercial hauling; and finally was acquired by Mrs. Woodman who had it made over into a cabriolet. It has the original fenders. Mrs. Woodman won't take less than \$2,000 for it.



★ ★ ★

G. H. AKIN of Sacaton, Arizona, has used this 1913 model for more than 200,000 miles of desert service. There has been one bit of overhauling, which cost but \$75. The lines of the car are in the best manner of 1913 but except for that, Mr. Akin thinks his car is about as good as there is.



★ ★ ★

"GLAD to inform you" writes Mr. E. G. Royce, assistant cashier of the First National Bank of Escanaba, Mich., "that I have driven my 1915 6-40 seven seasons. It has never been overhauled and is running as good as ever. Neither has it been repainted or varnished and the original finish is still in good shape."

★ ★ ★

THE above are actual examples which show how Hudson cars stand up and give service. Hudson cars today are of the same reliable, enduring construction.

In All Your Selling Don't Forget Your Banker

IN these days of selling, don't forget the most important sale of all—your Banker.

A district sales manager told THE TRIANGLE the other day of a dealer in a Middle West town who almost put himself out of business because he took the wrong attitude toward the man who should have been his financial adviser.

At length—in a city of some 12,000 or 15,000—he hadn't a single new car to show. He was still enthusiastic about his line of cars, certain that his customers were well-satisfied, anxious to expand his business.

"But you know," he confided, "I haven't any new cars, and, what's worse, can't get any because my banker won't assist me. He told me so 90 days ago."

The district manager hastened to tell him that 90 days ago financially was many years away. The manager himself said he'd call on the banker and talk a little hard sense and cold turkey.

There wasn't as much difficulty as had been anticipated. The banker agreed that the dealer must do business to keep going, and that he should have new cars if he wished to continue to make sales.

Back to the dealer hastened the district manager.

"Go right over to your bank," he advised. "There is the man who holds the key to your situation. Tell him your situation. He's ready to act."

And so it worked out.

The district manager, who'd gone along to another town, received a long distance message that the banker had financed two cars that made the sales-room look like a new place.

If you'll visit that dealer today, you'll find one man who thoroughly believes that the time to visit your banker is before you have to. He is converted to the gospel that every dealer should keep his banker constantly sold on the fact that he is conducting a substantial, progressive and profitable business.

He knows, too, that 90 days may be a long, long time in the banking business—especially after crop season.

The district manager? Well, the first thing he does now when he arrives in a town is to see whether banker and dealer are working in tandem.

SELLING THE SUPER-SIX

HOW many dealers and distributors are using the flat-rate service system? If you are, how is it working? Does the public warm up to it? Write and tell Technical Service Department about it.

★ ★ ★

IN Albany, the E. V. Stratton Motors Co. has turned over the arrangement of its show windows and room to the young ladies in the office. The plan works out just as well as you might think it would. The Christmas decorations received wide praise and attention. And since the girls induced one of the men to drive into the country and purloin the evergreens, the total cost was held down to \$3.50.

★ ★ ★

NEVER talk trade-in price until you have demonstrated the car you want to sell, an Eastern distributor advises his dealers. Sales are half lost when the customer begins shopping and dickering about on a matter of price alone. Make the prospect want your car, then talk price.

★ ★ ★

AN old point we may forget because it is so familiar: Uniformity of quality is assured in the Hudson because the Super-Six is machined and completed in the Hudson factory by Hudson men, trained for many years to Hudson's high standards. As a manufactured car, Hudson is not only economical, saving parts-makers' profits, but it is made by a company able to control the quality of every unit in its construction.

★ ★ ★

WE don't know but that Mr. W. J. Baines of Hennessey, Okla., has a real grievance against the Hudson dealers there, the Tri-

angle Motor Co. In October, 1917 they sold Mr. Baines a Hudson Model H, and promised him 50 hours of free service. In more than four years of service, the car has required only 17 hours of time, so that Mr. Baines still has 33 hours coming to him under the purchase contract. But how is he going to collect it when the car needs no repairs?

★ ★ ★

THREE service discoveries by Super-Six dealers and distributors:

"In our salesroom and in the waiting room in our Service Shop we had noted on several occasions that women customers were not at ease—were glad to get away. Careful investigation brought out the fact that the easy chairs we had were too easy. They were big and one had to hunch way down to be comfortable. Such a posture was distasteful to most women. A change in those chairs made a big difference."

"In our Service Shop we tried to keep the floors clean and usually did, but for sometime we overlooked another matter of equal importance. It applied chiefly to women drivers. A nicely dressed woman would drive in her car to have it tuned up. She would step out of its immaculately clean interior—and in would hop a greasy mechanic to try it out. Many times her nice clean cushions would be clean no longer. A little care here also was profitable."

"We have found that you can't buy customers' satisfaction by 'knocking off' part of the repair bills. It must be gotten by good work well done and priced fairly. There are mighty few who object to paying a fair price for good work."

Helping Yourself In Ordering Parts

DEALERS and distributors will receive shipments of parts from the factory more promptly, and with a minimum chance for errors, if they will segregate the various classes of items.

When small parts and large parts of various kinds are all requested on one order, it is necessary to have the orders re-written in the factory, which naturally retards their progress and makes errors possible.

Parts are classified in 3 groups, as follows:

ALL SMALL PARTS.

Pistons	Nuts
Piston Pins	Spindles
Gears	Pins
Bolts	Bearings, etc.

HEAVY PARTS.

Cylinders	Axle Housings
Cylinder Heads	Differential Carrier
Crank Cases	and Gear Sets
Oil Reservoirs	Front Axles
Flywheels	Rear Axle Shafts and
Transmission	Front Axle Tie
Assemblies	Rods in Lots of
Transmission Cases	5 or more
Propeller Shafts	Springs
Rear Axle	Frames
Assemblies	Frame Side
	Members

SHEET METAL AND WHEELS.

Fenders	Gas Tanks
Splash Guards	Body Doors
Running Boards	Seat Cushions
Mufflers	Wheels
Bonnets	Rims
Radiators	Tops
Radiator Cores	Windshields
and Shells	

Since the above classes of materials are stored separately, it is difficult to execute an order efficiently when small parts are listed on the same order blanks with the bulky and heavy items.

No restrictions are placed on the quantity of any item you may order.

At a Norfolk Funeral

There was a funeral in Norfolk a few days ago, which was attended by about \$85,000.00 worth of automobiles, thirty-two in number, seven of which were enclosed cars of other makes, while twenty-five were Hudson sedans. This information comes from C. E. Wright & Co., who handle the world's largest selling fine car around those parts.

Hudson Scores Easy Victory in South American Race



WHEN the Hudson won the recent 200 kilometer road race near Buenos Aires, Argentine, it wasn't satisfied with mere victory. It finished far ahead of all other entries, and was one of the 10 of 19 contestants which finished at all.

Roads were very difficult, with ruts and holes, but Federico Serra Lima, at

the wheel, proved he is a racer as well as a salesman. In an ordinary day's work, he merchandises cars for the Buxton Guilayn Co., Hudson distributors.

In the winning car was a motor installed from the record breaking Pike's Peak Hudson. The race is known as the "America Cup".

Making Hay While the Rain Falls

OUTSIDE, a rushing wind drove down Iowa rain in sheets. In the little country-town hotel two salesmen had just finished breakfast and were putting aside the morning paper.

"Shoot a little pool?" asked Brown. Already the balls were clicking away in the billiard room nearby.

"No thanks," said Green. "I've got my work to do."

"On a day like this?" exclaimed Brown. "No self-respecting man would make his calls on a day like this. You're crazy."

"Make hay while the rain falls," smiled Greene.

"Has it ever occurred to you," he continued, "that the time to get in your best licks is when the other fellow is idle? There are two men in my line in town today. They're starting to kill a day now with a little billiards. Meantime, I'll have made my calls, booked my orders without competition from them, and beaten it for the next stop."

"Pretty confident, aren't you?" said Brown.

"I'm confident," replied Greene, "because a rainy day gives me a double advantage. First, I don't bump up against competitors. Second, I find that my prospects have time on their hands, so that they give me a real hearing. They're often glad to see me. If you want big business, go to it when the other fellow has slowed down."

"I believe you've got something," declared Brown. "I'm going to try that little stunt in my own line today. See you at dinner."

That night Brown and Greene packed their trunks after a clean-up day. Each had the cream of the town's business in his line.

"Now for the night train," said Greene, "and we'll hit Gobleville tomorrow before this rain stops."

★ ★ ★

It will pay every Hudson-Essex distributor, dealer and salesman to ask himself, Am I a Greene or a Brown? There is no question that there are sales to be made, and the only question is, who is going to make them.

Two to one, it will be the man who impresses his product and his personality on the prospect during "rainy days."

Moral: With January and February the rainy days of the automobile sales season, now is the time for go-getters to cash in.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, FEBRUARY, 1, 1922

NUMBER 17

The Greatest Value You Ever Offered

Hudson Coach Opens Entire New Market for Hudson Dealers

IN the Hudson Coach, the Hudson sales organization has a NEW opportunity.

The market for Hudson cars is tremendously broadened.

The present line of Hudson closed bodies • meets all the needs of one group of purchasers many of them already Hudson enthusiasts.

With the Hudson Coach added to the line, it will be possible to retain all the previous prospects, and to add many thousands of new ones—men and women who up to now were accustomed to cars in a lower-price field than Hudson.

They are now able to afford the Super-Six performance which they have long desired. The ownership of a Hudson five-passenger closed car

is available to them at a price which can only be compared with that of cars which sell for several hundred dollars less than Hudson.

Hudson now has both of the two greatest factors in volume sales, namely:

1. A superior product, desired by the public (a closed car), and
2. An outstanding price advantage.

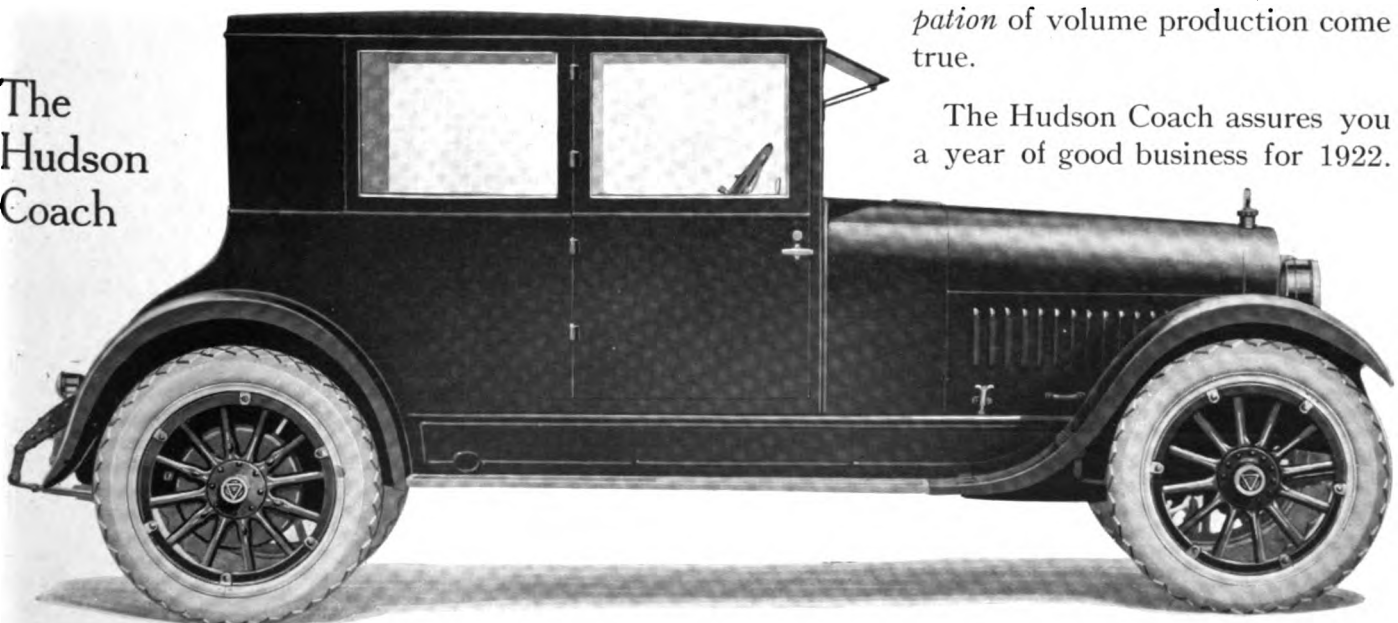
Do not fail to use both arguments. They are winners.

You have many prospects now that you have never had before. Revise all prospect lists.

The price of the Hudson Coach is possible only in quantity production. Dealers must cooperate—must make the factory's *anticipation* of volume production come true.

The Hudson Coach assures you a year of good business for 1922.

The
Hudson
Coach



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HAMMER DOWN OBJECTIONS AND ORDER IS YOURS

**When You Know the Car, You
Have the Percentage, Not
the Prospect**

WHAT is the most frequent task a salesman has? Answering objections, isn't it?

The prospect comes into a salesroom apparently interested in cars. Yet in his next few minutes' conversation, you might think his chief goal in life was to discover and express objections to the car which probably he intends to buy.

That is eternal human nature, and inasmuch as the buyer intends to make a very considerable investment, it is certainly his privilege to learn every detail of the product which he intends to buy. This may be taken almost as a maxim:

The successful salesman is the man who has the right answer to each and every possible objection that any prospective buyer can bring up.

Only when a salesman has done this is he fortified against the buyer in a way that makes him, and not the buyer, the master of the interview.

A stock of objections and questions on Hudson value and quality should be considered as a big bundle of sticks which it is up to every Hudson salesman to break before he gets an order.

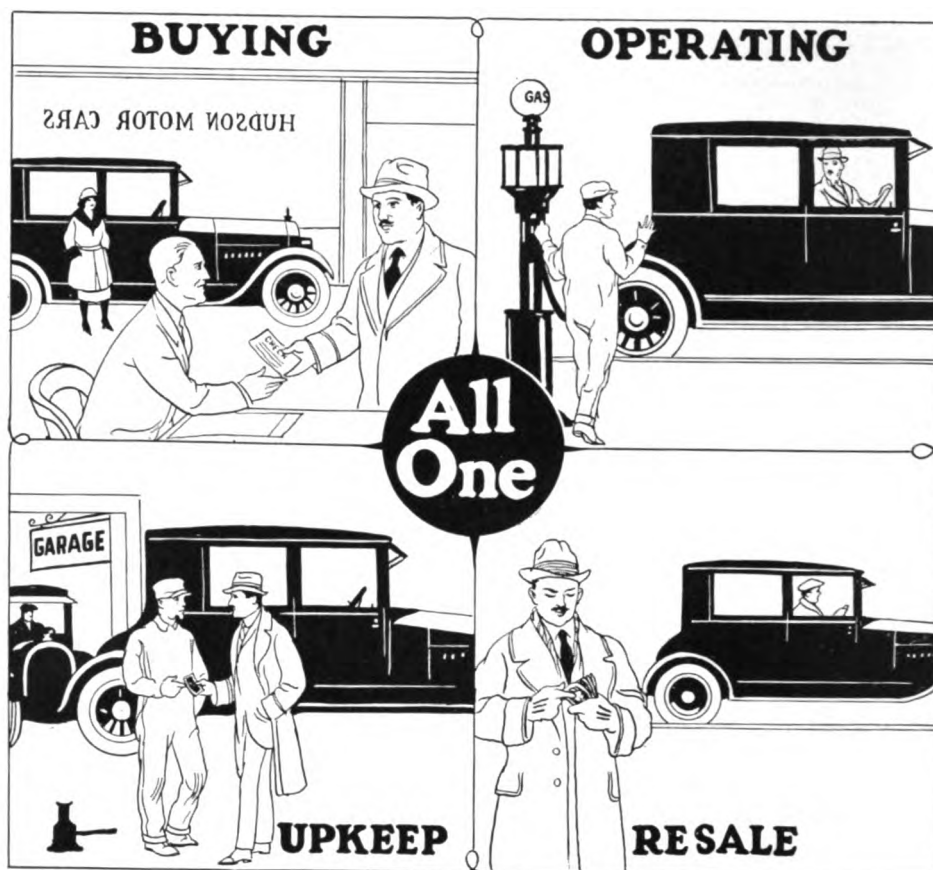
The question you must answer is—"How shall I break the sticks?" If you attempt to break all of them at one time—dispose of all your prospect's objections at one time—you will fail. It simply cannot be done.

But when you know just exactly what objections a prospect is going to bring up—can possibly bring up—you needn't wait for them. You anticipate them, answering them one at a time. Not only do you answer the objections in your prospect's mind before they are uttered, but you can take care to get his prospect's definite "Yes, that's right" to each point before going on to the next.

In breaking the sticks thus singly, you have broken them all. You now have many reasons for the prospect to buy, and he has not so many—or none—why he should not. The percentage is with you.

And it is a matter of certainty that the prospect will be most favorably impressed with a salesman who so manifestly knows every point of his product.

FOUR ELEMENTS OF COST



What's the Price of Your Automobile Has Several Answers

WHEN prospects talk trade-in, there is one thing that every progressive dealer always does. That is, he analyzes with them all the elements of value and cost.

There are several other factors in cost besides the mere price tag. In cost are involved the matters of First Price, Cost of Operation, Cost of Upkeep, and Re-Sale value.

Mathematically, the cost might be expressed this way:

Cost = First Price + Cost of Operation + Cost of Upkeep — Re-Sale value.

First Price is therefore important but, after all, only one of four factors which go to make up Cost.

If the Cost of Operation or the Cost of Upkeep prove unwarrantably high, First Cost

becomes of correspondingly less importance. If Re-Sale Value is too small, all the advantage of low First Price most assuredly will be lost, and more too.

The buying of a car, the operation of it, the upkeep of it, and the final re-sale of it, are not four separate matters but ONE.

Just ONE single investment, or business deal.

When your prospect, therefore, attempts to show that his First Cost is lower than the one you may name, due to a large trade-in proposal, point out to him that his costs of operation and up-keep, in cars of similar capacity, will doubtless be much greater than in a Hudson, and that his Re-Sale value almost certainly will be much lower.

When he is all finished with his motor car deal, he may easily be worse off than if he had not allowed himself to be deceived by an extravagant trade-in allowance.

It is plain good business for a man to buy a car—like Hudson—in which each of the various factors of cost has been carefully and patiently minimized.

He not only obtains satisfaction in performance, but in dollars and cents he makes the best possible bargain.

The greatest need of the suburban dweller is a dependable, easy-riding automobile. He couldn't be a suburbanite, in most cases, without it. There is a steady consistent field here for Super-Sixes.

COMPETITION AND ITS BENEFITS

WEBSTER says that the correct definition of the word "competition" is "Contention of two or more for the same object, or for superiority; rivalry." Webster evolved his definition prior to the coming of the automobile business.

"Competition is the fertilizer which applied to the soil of business, makes two buyers grow where only one grew before." Yours truly, George D. Wray, Shreveport, La. P. S.—You might publish this for the benefit of those who are weak in the knees because they feel there are too many engaged in the business of selling automobiles.

JAYHAWK CLIMB PROVES HUDSON STAMINA POWER

Many Multiple Owners Converted by Super-Six's Showing on Kansas City Hills

KANSAS CITY is known to all travelers as a city of hills—steep hills, long hills, high hills, and many of them.

In that territory where a motor car must have real power and snap, the Hudson Super-Six has proved its popularity through many years of service. When a Kansas Citian once buys a Hudson, he calls for Hudsons from that time on.

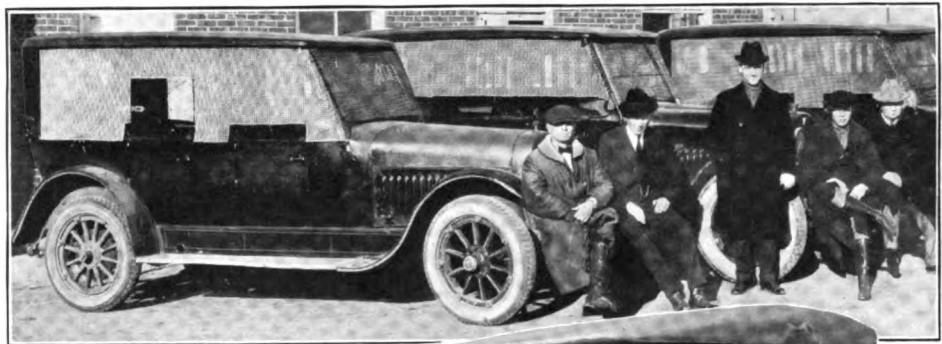
John R. Cunningham, of the Hudson-Brace Motor Co., has compiled a list of men and women who have bought several Hudson cars. Those who have had simply two Hudsons, or even three, do not count. They must be real repeaters, with four or better. But men who have bought Essex cars because of their belief in the Hudson organization are listed as specials.

The purchasers of more than four Hudson and Essex cars are listed in part, as follows:

Name of Owner: and Address.	HUDSON No. of Cars:
W. C. DeLapp, 1107 Harrison St.	5
David E. Long, 6034 Morningside Drive	4
H. R. Williams, 400 W. 58th St. Terrace	5
Dr. J. Park Neal, 2710 Harrison St.	4
M. Lee Marshall, C/o Campbell Baking Co.	4
W. H. Craddock, Craddock Uniform Co.	4
Dr. C. E. Mathis, 8 West 12th St.	4
H. J. Haskell	1 Essex and 3
Kansas City Star.	
W. V. Campbell, 308 N. 18th St.	5
D. I. Parsons, 704 Valentine Road	4
F. A. Deichman, C/o Equitable Life Ins. Co.	4
T. J. Letchworth	4
T. J. Letchworth & Son Inv. Co.	4
O. H. Eylar, 1800 Linwood Blvd.	7
Dr. J. M. Tutt, 110 W. Armour Blvd.	4
Mrs. Addie Owen	2 Essex and 2
Valentine Rd. & Washington Blvd.	
Wm. Bay, 1610 Central St.	4
S. P. Quarries, 5600 Pembroke Lane.	4
ESSEX	
Lawrence E. Spencer, 4923 College	3
A. S. Ethridge	1 Hudson and 2
4101 Virginia.	
Dr. J. P. Fields, 210 Hyde Park Bldg.	3
S. C. Halper, 1409 E. 39th St.	3
A. W. Lewis	1 Hudson and 3
Lewis Printing Co.	
J. C. Fitta, Fitta-Smith Dry Goods Co.	4
A. W. Irons, 3812 Walnut St.	3
Root Grain Co., 303 Board of Trade Bldg.	3

Now you can offer your prospects a combination of Super-Six performance with enclosed car comfort—and for the price of an open car.

HUDSON UPHOLDS THE LAW



With Speed and Strength, Super-Six is Ideal Armored Car

ARMORED Hudson cars are becoming almost standard equipment in districts where the police must provide for serious emergencies.

The ample power of the Super-Six assures the officers that the heavier body will not slow down the car unduly. Hudson's strong frame easily bears the increased burden. For mile on mile, an armored Hudson will speed along like a racer, regardless of the fact that armor is carried heavy enough to stop steel-jacketed bullets.

In Oklahoma City, when a recent strike brought continuous threats of law-breaking, Hudson cars were armored for safety. They were wired too, so that passengers might not be struck by missiles dispatched from ambush. The Hudson's reliability was its chief qualification for this work.

In San Francisco, the Chief of Police, D. J. O'Brien, delights to sit at the wheel. Beside

him is Duncan Matheson, Captain of Detectives.

Though there is little visible to mark this police Hudson as apart from the regular types, its sides, rear and gasoline tank are protected with one-fourth inch armor steel. The windshield is composed of alternate layers of glass and transparent celluloid, which deflects bullets and prevents splintering. In the rear is a concealed porthole.

With its power, speed and dependable features of operation, this Hudson is the admiration of the entire Police Department. Joseph A. Murphy, assistant general manager in Harold L. Arnold's Northern Division, was formerly secretary to Chief of Police White (deceased), whom O'Brien succeeded, and it was largely on account of his personal influence that the sale of the Hudson was made.

The first principle of salesmanship is not persuasion. We speak of "selling a prospect," but your real salesman does not think in those terms. He thinks over thoroughly how what he has to sell can make money for someone else, and then he goes out and sells that someone his plan.

HAS anyone in the organization a body for a 1919 stock chassis Super-Six? It may be either a Town Car, Touring, Limousine, Sedan or Speedster; however the enclosed types are preferred. Replies should be made to the Sullivan-Morgan Motor Sales Co., 4701-05 W. Washington Boulevard, Chicago, Ills.

HOW TO TELL A REAL SALESMAN

ONE who is steady in eye, nerves, tongue and habits.
One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.
One who strives to out-think the buyer rather than to out-talk him.
One who is silent when he has nothing to say, and when the buyer has something to say.

One who takes a firm interest in his firm's interests.
One who keeps his word, his temper and his friends.
One who wins respect by being respectable and respectful.
One who can be courteous in the face of discourtesy.
One who has self-confidence, but does not show it.

HUDSON'S FAME HELD HIGH; N. Y. SHOW A SUCCESS

Consistently Large Crowds Ad- mire Super-Six Chassis and Handsome Bodies in Hudson Display

WITH a complete line of cars in a favor-
able space, the Hudson Motor Car Co.,
attracted its full share of attention and
praise at the New York automobile show.

The new Hudson Coach was not ready for
announcement, but the other bodies—open
and closed—proved that the Super-Six still
holds the affection and admiration of motor-
ists.

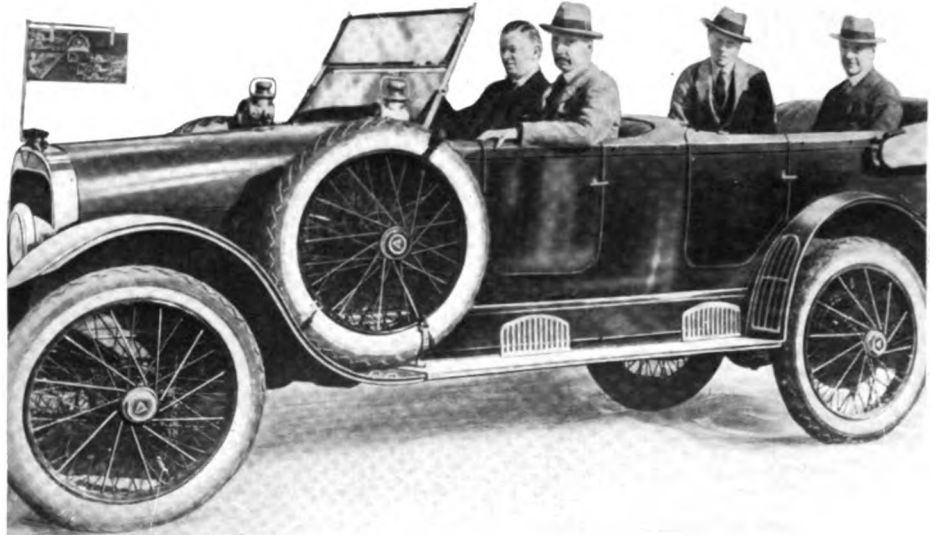
Once again, the handsome and distinctive
lines of the Hudson models, with their satiny
finish and manifestly superior workmanship,
were the center of consistently large crowds.

Both Hudson and Essex had been fortunate
enough to place the advertisements of the
new price announcements before the welter of
reductions struck the attention of motorists
in one confusing mass. That their message
had gone home became many times apparent
as the Hudson representatives talked with
visitors at the Hudson space.

Good business for the year was indicated in
a satisfactory volume of immediate floor
sales, and many more prospective ones.
Many callers were apparently convinced,
even before they visited the Hudson space,
that the time had come to make their pur-
chases from companies with a back-ground
of undoubted stability.

Without having attempted anything un-
usual or spectacular, Hudson was easily one
of the outstanding features of the show,
entirely maintaining its position of leader-
ship in the industry.

IN A CAR FIT FOR A PRINCE



The Prince of Wales and his staff. The Prince is at the left in the rear seat.

Touring Australia, Heir to British Throne Uses a Super-Six

WHEN His Royal Highness, the Prince
of Wales, visited Australia, he had an
ample opportunity to learn of the many

advantages and superiorities of the Hudson
Super-Six.

The British possessions over which the
Prince some day will rule, are highly partial
to Hudson cars. And the progressive Hudson
distributors were not slow in seeing that the
Prince was afforded the finest and most
comfortable car they knew for his personal
tours.

Of a friendly and democratic nature, the
Prince enjoyed greatly the rides through the
cities and country where he could see and
meet the people most intimately.

The British cars in Australia of course have
very great business influence, but the Hudson
sales agents were careful to see that the
Prince spent at least a large share of his time
in a Super-Six. Both the Prince and his staff
congratulated the Hudson men on their cars
and the skill and deftness of their drivers.

This is not the first time, by a great deal,
that Royalty has come to learn the superior
qualities of the Super-Six.

It is simply another instance in which the
Hudson was recognized as one of the truly
fine motor cars of the world—an automobile
fit for any motorist.

Wearing Away the Rocks of Inertia

ONE of the Most successful sales-
men in the United States was tell-
ing how he built the foundation for his
record.

"You just keep making calls," he
said.

"My whole force makes call after call
that is seemingly fruitless. When we
are turned down, we wait a time and
then go right back again.

"No matter how unfavorable con-
ditions seems to be, we keep on making
our calls. We create new acquaint-
anceships, add to our prospect record,
learn more about men and business in
general.

"Over a period of years, this method
will always win."



THE handsome show-room of the Dickinson Motors Co., is one of the sights of Shreveport, La. Here is an especial
view, taken on a long-time exposure at night with the building fully lighted up. Artistic and effective window
displays are one of the favorite methods of advertising used by this progressive company.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, MARCH 1, 1922

NUMBER 18

Your Season of Reward is Here

*Automobile Profits are a Crop To Be
Garnered in Spring*

Hudson and Essex are booming with increased business.

February closed with the largest rate of production the factory has known since July, 1920.

The two Coaches -- Hudson and Essex -- have hit the target of public demand squarely in the bull's-eye.

Energetic Hudson dealers and distributors may look forward to a season of remarkable progress and profit.

To the field forces who have co-operated so effectively and loyally in the months past, we are able to extend our thanks -- and our assurance that the season of their reward is here.

For not only are the new Hudson-Essex Coaches wonderful sales successes, but the whole business pulse of the nation is quickening.

Wheat prices are up 50 per cent. in 60 days, and other grains and livestock are following their trend.

Literally hundreds of millions in wealth have been added to the farmers' purchasing power. The revival of industrial prosperity is a natural and assured consequence.

Idle freight cars are decreasing in number.

Employment is increasing. Spring activity is awakening.

There is no visible reason to doubt but that better times are here for all -- but particularly for such business men as Hudson-Essex dealers who have a product which measures square with public demand.

On our own sales effort now depends our 1922 business. It is possible to make it a record-breaker.

Let us be more than vigorous and enterprising, for now our activity will find a fitting and welcome reward.

Let us every man do his part, and do it with the renewed enthusiasm that comes from justified confidence.

FIRE FIGHTER ASKS HUDSON FOR FAST RUNS

**Only Rival for Speed is
Aeroplane; Super-Six Does
Seventy Miles an Hour
on Test.**

GIVEN the choice of any automobile on the market, J. T. McNulty, chief of the fire department at St. Petersburg, Fla., chose the Hudson Speedster as his official car. Emmett Watkins, of the McCrea Motor Company, Hudson-Essex dealers, closed the sale.

The big machine will make 70 miles an hour and its only rival in the city, according to Watkins, is Aviator Green's airboat Sunshine.

Watkins said the officials of the McCrea Motor Company were proud of having one of their machines fill an important place in the city's fire fighting equipment.

"In recent months, Hudsons have come into increased uses all over the country for police and fire uses," Watkins told the St. Petersburg officials who bought the machine. "Not only has it the speed and durability for quick dashes under any circumstances, but its performance is economical and entirely certain.

"In private use, this quality of dependability is important, but in fighting fires or bandits it is doubly vital."

Hudson dealers have found city and state governments—which are not affected by poor business conditions—a profitable source of business. It is a field worth constant watching and cultivation. Though sales are limited, there are few trade-ins necessary, and, of course, no credit losses or long-term arrangements.

What You See (Almost) Is a Hudson Super-Six



YES, Dear Reader, what you see, or almost see, under the pile-up of packages, bags, luggage and spare tires and passengers, is a Hudson Super-Six automobile.

It belongs to the Messrs. C. H. Zeederberg, Ltd., of South Africa, and runs between Bulawayo and Lonely Mine, if that means anything to you. The mine will hardly be lonely after this load arrives.

Under the most difficult of Rhodesian conditions, the Hudson has performed with entire satisfaction.

OTTUMWA SHOWS THE WAY



Can Anybody Beat This Sales Record, Made in a Town of 25,000?

DEALERS and distributors desirous of beating the sales record of George T. Reeves, the Hudson-Essex representative at Ottumwa, Ia., will have to step on their gas and show a dash of Super-Six acceleration.

For the first day that Mr. Reeves received his first Hudson Coach, he sold it!

In fact, he not only sold that one, but received an order for another one to match it. The Coaches hit public demand right in the bull's-eye.

While Mr. Reeves was taking care of these little matters, he also sandwiched in the sale of another Hudson Coach, three Hudson Sedans, four Essex Coaches, and two Essex 5-passenger models.

In other words, the day before the big Automobile Show for southern Iowa opened in Ottumwa, and during it—or four days—he sold ten closed and two open Hudson and Essex cars, and helped fill the event with a spirit of optimism and something doing.

Ottumwa is a city of 25,000 population.

Hudson Continues Triumphs In South American Road Races

HUDSON continues its triumphs in South American road races and endurance tests.

In one of the most important contests of the season—the round trip run from Rosario to Santa Fe to Rosario—Hudson won both first and second places.

The distance was 336 kilometers (208.78 miles) over the roughest of dirt roads and tracks.

There were fourteen other competitors in all, including both American and European-built motors.

The winning car was driven by Frederico Serra Lima, and the second Hudson by Pedro Malgar. The reputation of Hudson Super-Sixes was enhanced all over Argentina by the notable double triumph.

Senor Lima's car was powered by the famous motor which set a world's record in the climb up Pikes Peak, in the early days of the Super-Six. It showed both



Finishing All Alone

speed in the stretches, and entirely too much endurance in the rougher going, for the comfort of other contestants.

In the last few months, Hudson-Essex victories have come to be almost customary in the most important South American contests.

The cars were entered by Messrs. Buxton-Guilvan, the Hudson-Essex distributors for the Argentine.

Commenting on the race, Argentine papers declare this is the first time that both first and second places have been captured in a major contest by one make of car. The Rosario run is considered the most important annual race outside of Buenos Aires.

It requires a splendid automobile to stand up under the punishment to which even a careful driver must subject it in making trips right into the Oklahoma oil fields. With a careless man driving, the

rack and strain is tremendous. Barney Hawk, livery man in Cushing, Okla., in the oil district, has recently bought his sixth Hudson and now has nothing else in his "stable."

MOVE WHOLE LINE, URGES DISTRIBUTOR

Coaches Sell Readily but Salesmen Must Not Lose Fighting Edge on Others.

WITH both the Hudson and Essex Coaches proving to be sales sensations, the temptation for the average salesman to concentrate efforts on them is naturally strong. This is a situation which should be watched, says an important Middle West distributor in a letter to the company.

"I have been in business long enough to know," he writes, "that the most valuable feature about the Hudson franchise is that we have a permanent and well-rounded line of cars."

"My experience is that we have something in our show-room that attracts a very large proportion of the whole motor-buying public of America. Our line is complete."

"As I look at the Coaches, they offer an additional market, not a substitute one. If a man is a logical buyer for a Hudson Coupe, he should not be sold a Coach."

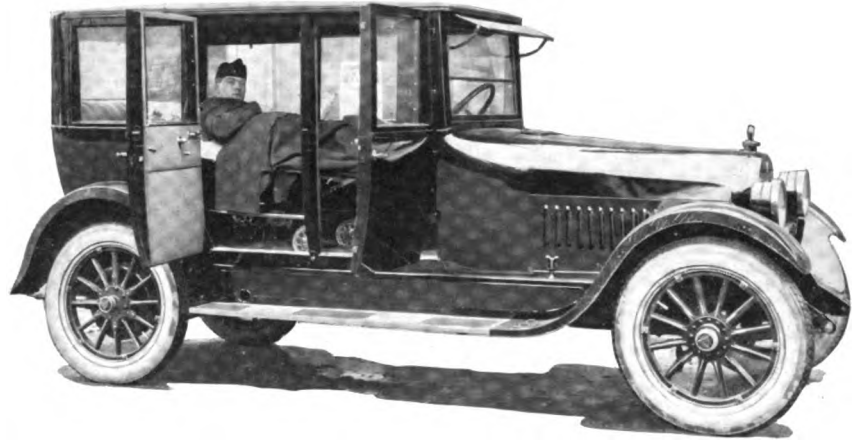
"The Coaches should be sold to the men and women who would not have been Coupe prospects. Individual salesmen who find that the Coach is the easiest product to sell might easily do business a good deal of harm unless this tendency is watched."

"The Hudson and Essex lines both had wonderful closed cars before the Coaches were put out. They filled the needs of one group of purchasers. Now we are out for a different—and very large—group."

"It's a new market which we have—and not a competing one."

"Let's all be careful not to step on our own toes."

A CITY'S APPRECIATION



Columbus Honors Its Hero With Gift of a Hudson Sedan

HERE is William Chambers, disabled veteran of the World War, in the new mobile wheel chair purchased for him through a fund raised by the American Legion.

The machine, a standard Hudson Super-Six Sedan, has been transformed into an invalid coach, without in any way destroying its appearance as a regular automobile.

The doors on the right side open and close in the usual way, but the sill between them can be swung out of the way in order to permit entrance of the cot on which Chambers probably must spend the rest of his life.

The American Legion Post No. 1, whose insignia is on the door of the Sedan, took up a collection amounting to \$3,000 for the purpose of presenting a car to young Chambers, whose back was broken at Belleau Wood. Chambers is pretty much of a popular hero and the response to the Legion's appeal was very prompt and gratifying. The Legion Officials, in their selection of a car, bought the best that could be obtained.

The right front door swings forward and the upright between the doors comes out by the removal of a dowel pin at the bottom. This leaves the whole side of the car open. Mr. Chambers cannot walk, or even sit up any more than is shown in the photograph.

Hudson Transcontinental Run Recalled in Speed Romance

HUDSON distributors and owners will be interested in a cross-country automobile story in the April number of the Blue Book

magazine, on the stands March 1.

The title of the story is "The Drivin' Fool" and it was written by W. F. Sturm, manager of the Hudson San Francisco-to-New York-and-back-to-San Francisco record trip in September 1916.

Incidentally, this round-trip record has never been broken and no company since the Hudson has had the temerity even to attempt it.

In the story, the young son of the vice-president of the Golden Gate Packing Company wishes to marry the daughter of his father's partner, the president. The girl's father refuses to consider the alliance because, as he says, the young man is known only for his fast road driving. He is even pointed out to eastern tourists in San Francisco as one of the coast exhibits.

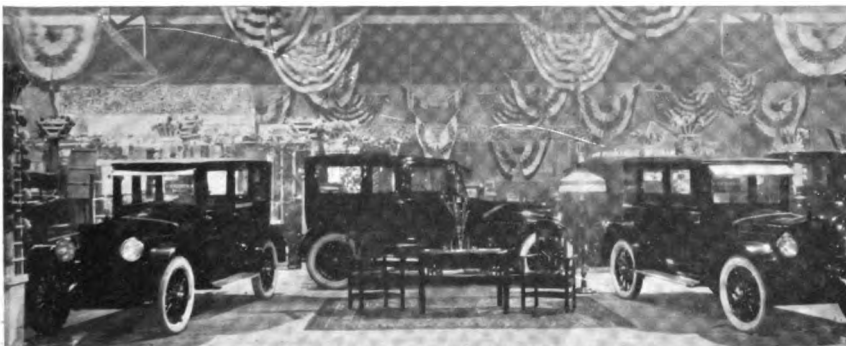
The girl's father is sure the young man's accomplishment can serve no useful purpose.

Then with the railroads tied up by a strike and the company's certified check due in New York in six days, the young man puts his accomplishment to good use. Of course he saves the day and marries the girl.

The route he takes is practically the same route as followed by the Hudson cross-country car when it made history in the early days of the Super-Six.

Under all sorts of driving conditions, in city and country, Harry T. Wendell, Portsmouth, N. H., got 14.273 miles per gallon of gasoline during 1921 from a Hudson Seven-Passenger Sedan. Not one cent has been spent on the car for repairs, he writes, though it has gone 10,660 miles.

AT OSWEGO'S FINE SHOW



FEW handsomer displays of Hudson and Essex cars have ever been exhibited in any city, than was shown by John H. O'Brian, Hudson-Essex dealer, at the annual Automobile Show in Oswego, N. Y.

"We were fortunate in having the best location in the Hall," writes Mr. O'Brian, "being directly in front of the main entrance. In a four-car space we showed only three cars—a Hudson Touring Limousine, an Essex Sedan and an Essex Coach. We believe we have shown to the best advantage by not crowding our space."

"On the table in the center of the picture, we are displaying an Essex valve, Hudson valve, Essex bearing and a Hudson bearing. We found that this assisted

materially in our Essex sales, inasmuch as we were able to convince a prospect that the material used in the Essex car was equal to the material used in the Hudson car."

"The Essex Coach created the greatest interest of the three models shown, and next was the Touring Limousine."

"We put a gentle reminder of Spring on the table in the way of pussy willows. We used no signs other than a very small tasty card in each model giving the name of that model only."

Mr. O'Brian's exhibit created enough interest so that it was mentioned most favorably at club luncheons, and also at the meeting of the Chamber of Commerce.

KEEPING MAIL LIST ACCURATE IS ESSENTIAL

Without This Foundation, Letter and Folder Campaigns Greatly Drop Off In Effectiveness.

IF a list of names is worth using, it is worth keeping alive. It is better to maintain a correct list of 500 names than a list of 1,000 names with half of them "dead"—actually dead, moved or out of business.

Building a list—from license lists, phone books, directories, clubs, lodges, etc.—is important but not so important as keeping that list always accurate and up to date. Constant revision is necessary. It is an ideal task for an office force at slack times, but it deserves too, the personal attention of salesmen and executives.

Every name that represents a live prospect should be checked from a source other than that from which it was obtained. When a salesman turns in a prospect's name, for instance, it should be checked by a city directory. Or if a name is taken from a city directory, it should be checked by the telephone directory, etc. It is many times advisable to test out a certain part of a list before using all the names. If many non-deliveries are reported, another form of checking should be followed.

Postmaster Will Help

Postmasters are not permitted to furnish the names of concerns or individuals to whom they deliver mail. But, they are allowed to check off on your list of names the parties to whom they are unable to deliver mail.

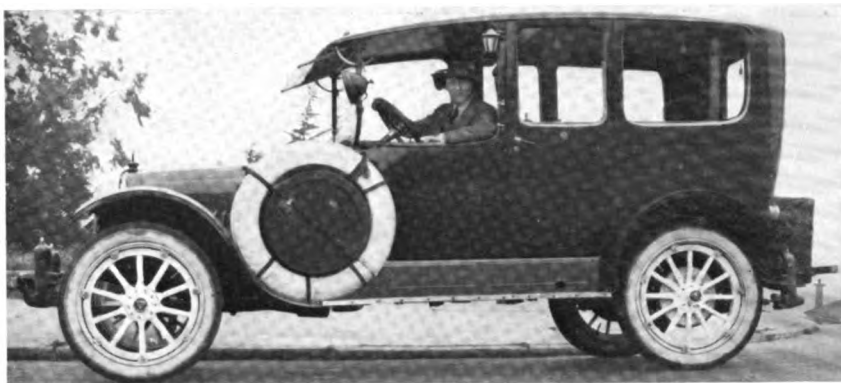
They are not obliged to do this. But most of them will, and are glad to do so. Others may assign a postal clerk to this work, and charge his pay, up to 60 cents an hour, to you. Even that is greatly worth while.

Particularly, if a list of the owners of certain makes of cars is bought from a list-preparing firm, it should be thoroughly checked as to the accuracy of addresses. Some of these firms may guarantee their lists—you do not pay for undeliverable mail. Nevertheless, your literature or letters probably have been creased, cracked or otherwise injured.

No Identification

When a campaign fails because of a faulty mailing list there is nothing to identify this as the real cause. The failure, so far as anyone knows, might have been

NO OTHER CARS FOR HIM



Transcontinental Realty Operator Says Hudson is Best

because the campaign was ill-conceived, ill-written, badly printed or sent out at an unfavorable time. These are in fact the causes usually assigned.

Office forces have a way of smothering the "undeliverables," unless rules are strict, and some one person is responsible.

Many campaigns, being printed matter, are sent third-class, or under one-cent postage. These are not returnable, except under special arrangements by which either the forwarding charge, or the return charge is guaranteed. It is profitable to talk this over with your local postmaster.

Lists are like eggs—it is easier to get them good than to keep them good.

Bear in mind this remarkable analogy. Use as much energy in keeping the list fresh as you use to obtain it in the first place.

WHEN you own a motor car with a record like that of the Hudson Limousine which Bluford H. J. Balter, a real estate dealer of New York, New Orleans and San Francisco, used to cross the continent, the rather trite phrase, "pride of possession," assumes a definite meaning.

Balter's car is a 6-40 model bought in New Orleans in August 1915. It has traveled some 160,201 miles. By various routes it has crossed the country from New York to San Francisco and return four times.

"Mine is the first limousine ever to cross the United States, the first limousine ever to climb Pike's Peak, the first limousine to travel from New York to New Orleans and from New Orleans to Chicago, the first limousine ever to go through San Marcos canyon in Southern California," says Balter.

"We have three Hudsons, but as my wife travels with me wherever I go, I take the limousine on long tours.

"I should not think of buying any other car than a Hudson, for two reasons—first, because it is a splendid car, and, secondly, because, in my opinion, the service given on them is the best on the American continent.

"One of our other Hudsons has traveled 87,000 miles and another 54,000. They are both phaetons, one with a regular and the other with a Victoria top. Neither has as yet received what really might be termed a thorough overhauling."

"On January 25, the worst day we have had this year, two lawyers of Columbia drove a Hudson model 11-0 Speedster for an actual mileage test," writes W. J. Barbour, General Sales Manager of Black-Frazier Co., Columbia, S. C. "The car had been driven 10,000 miles, and no adjustments were made for this test.

"A gallon can was used, attached to the windshield bracket. The thermometer registered 20 degrees and severe sleet and rain made the roads very slippery. There was no coasting. When the single gallon of gas gave out, we had covered 17.3 miles, two of which were through traffic. There were four men in the car."

Yet Some Men Wonder Why Mail Goes Wrong



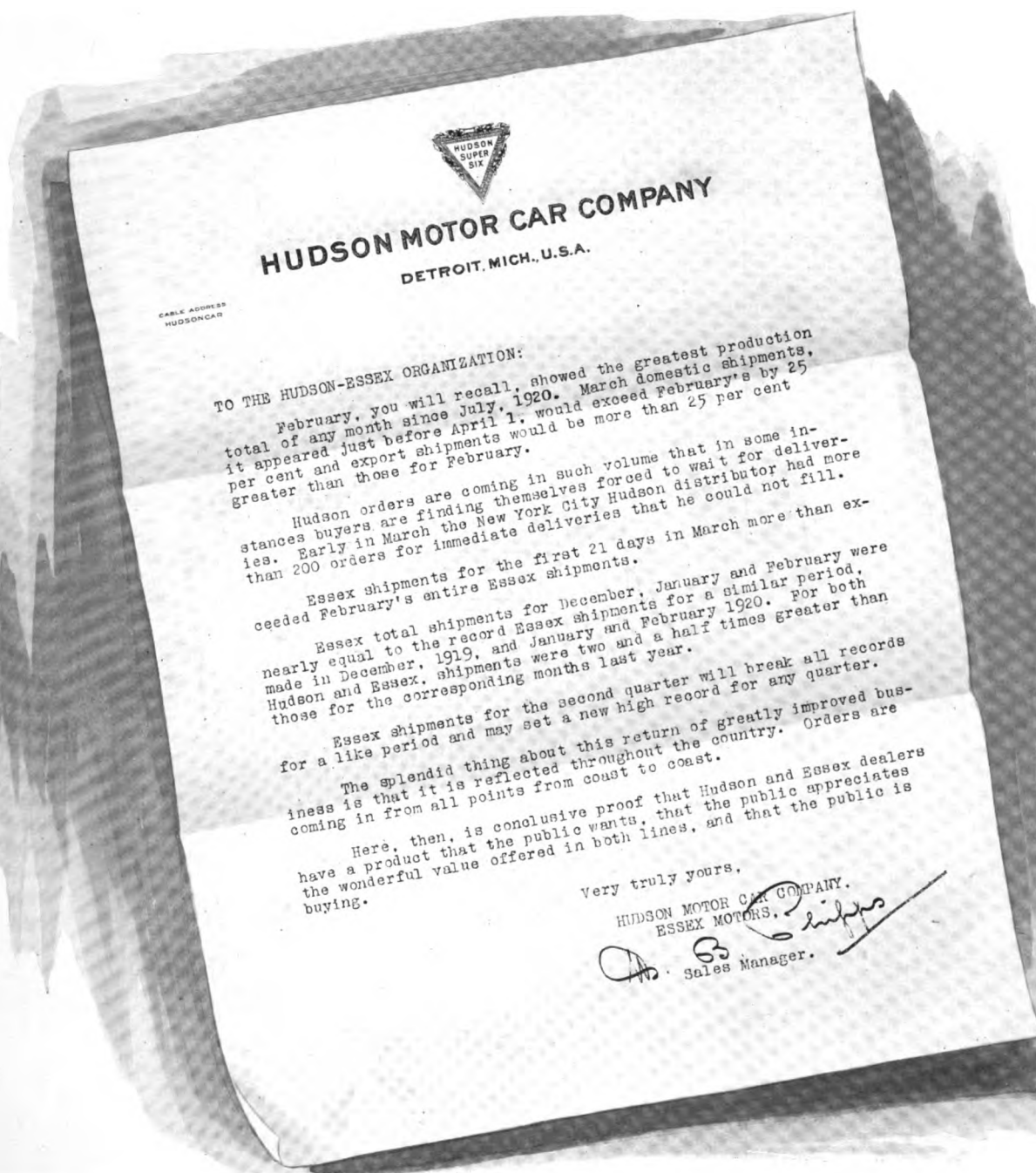
The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, APRIL 1, 1922

NUMBER 19

BUSINESS IS GOOD WITH HUDSON AND ESSEX



You Can Make 1922 Our Record Year

\$500,000 HOME IN CHICAGO, ILL. FOR HUDSONS

**Distributor There Erecting
Largest Sales Place
in Whole City**

THE Hudson Motor Car Company of Illinois has begun excavating in Michigan Boulevard, Chicago, for a three-story building which is planned as the largest and most modern sales and service station in Chicago. J. R. Histed is president and general manager of the company, which handles Hudson and Essex cars in the Chicago district. The building will cost about \$500,000.

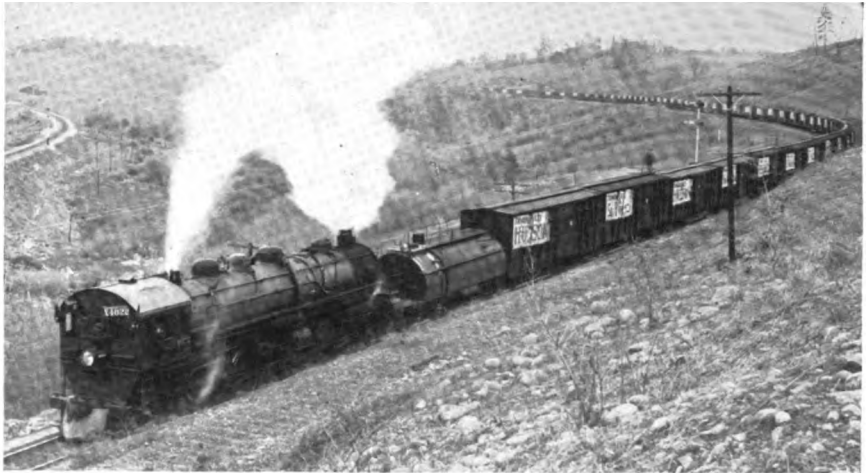
Such a large building is necessary, the company decided, because of the ever increasing popularity of Hudson and Essex cars in Chicago and throughout Illinois. One can't go more than a block, it seems, on any street in Chicago without seeing at least a half dozen Hudsons and as many more Essex cars.

Because of this popularity and the increasingly large number of motorists who are steadily buying Hudson and Essex cars, larger quarters were a necessity, and with the return of good business conditions now assured, the company realized that room for growth was imperative at once.

The Hudson Motor Car Company of Illinois is another Hudson organization which is doing a much greater volume of business this year than last. The Company reports that heavy buying is certain all over its territory this year.

It is planning to have its new home ready for occupancy at the earliest possible date.

BIG SHIPMENT NEARING FRISCO



Hudson-Essex Business is Good There; Many Dealers Take Cars off Train

ONLY 34 of the 55 big freight cars full of Hudson and Essex automobiles, sent to H.O. Harrison, San Francisco distributor, in the record trainload shipment of March 2, reached Frisco. Business is so good out there that California dealers took nearly 100 automobiles from the train as it stopped at their towns.

When the shipment left Detroit, the Harrison organization displayed a map of the route and changed the movable "train" on it as the cars moved westward. This attracted much attention and many Frisco people followed the train's progress from the start.

Good use of this record shipment was made during its long journey across the continent by several members of the organization. Guy L. Smith, distributor at Omaha, had a photographer waiting in the Rock Island yards when the train pulled in and a picture of the trainload

was subsequently shown in the Omaha papers together with the publicity story.

The train reached Frisco March 11, making a fast run. As it touched the California state line, J. H. Hornell, Mr. Harrison's advertising manager, the official photographer for the Southern Pacific Railroad and a movie man were on hand to film the event properly.

"The train with the banners made an impressive sight as it passed through the various towns and cities en route and created lots of attention," says Mr. Hornell.

"Thirty-four of the freight cars were hauled in a string in front of the San Francisco Ferry Building at about 1:30 o'clock when thousands of people who had just been let out of the offices (it was Saturday) were hurrying to catch the ferry boats to their suburban homes. It could not have been arranged for a better time if we had planned it."

You Can't Wear Them Out



HERE are two pictures of a 1910 Model 20 Hudson whose motor today is making, after 12 years of service and more than 200,000 miles behind it, a record that most automobile manufacturers would be glad to call exceptional when their motors are new.

It is today doing the hardest work it has ever faced and doing it splendidly. It is putting in a full day's work practically every day, sawing dry, tough red oak in

the woods not far from Toronto, Ont. A few days ago the saw cut 26 cords of logs from a foot to eighteen inches in diameter in 18-inch lengths in 6½ hours.

Henry Montgrain, proprietor of Montgrain's Garage, Toronto, bought the chassis from a junk dealer for \$30. The only replacement he made was that of a magneto. On the rear of the frame he mounted a moving log carriage and rotary saw. In two

minutes he can disconnect the rear Spicer universal joint on the propeller shaft and connect it to the saw shaft.

The car will do 53 miles an hour today and "eats" Avenue Road Hill, near Toronto, on high, a feat that many new cars can't perform. The car is kept at work practically every day.

The Toronto Sunday World now wants to know, "What Is The Life of a Car?"

THE STRENGTH OF THE HUDSON ORGANIZATION

Wall Street House Praises Company's Financial Standing

THE Hudson Motor Car Company as of November 30, 1921, had total assets of \$14,955,692. Quick assets were \$5,804,630 and current liabilities \$2,340,145. Capital is \$1,987,260 and surplus \$10,508,287.

While there is no public interest in Hudson stock as none of it can be bought on any stock exchange, "the company is one of the strongest units in the motor industry, commanding universal respect as regards personnel and product," says Dow, Jones & Co., nationally known New York financial house.

"Hudson is pioneering in less expensive closed cars, and in the Hudson Coach and affiliated Essex Coach has bought out two models which are making for exceptional production records."

Bear in mind that this statement includes the entire fiscal year of 1921, a year of business reorganization from top to bottom. That will help you realize just how sound is the financial condition of the Hudson Motor Car Company.

The splendid condition of the organization behind the car you are selling should be an invaluable sales point for you. It should be strongly emphasized to every prospect that he will never be without Hudson's splendid service and that the Hudson Motor Car Company's years of world known engineering and manufacturing leadership are squarely behind every car put out.

Hunters Take Hudson Into Wilds for Game



HERE are "Cap" Lucas, H. B. Baker and William Zimmer, all demon hunters, deep in the woods in northern Wisconsin, 125 miles from home and with four deer, weighing from 240 to 310 pounds each.

Though they had to traverse 14 miles of logging road, go through dense woods and underbrush on which 14 inches of loose snow had fallen, did they worry? Not by a long shot.

They had a Hudson Speedster along and brought the 1100 pounds of deer home without any difficulty at all.

Morgan Bros., of Wausau, Wis., were the dealers who sold the car.

A TEXAS SALESROOM



AN exterior view of the splendid sales and service station of Toney Chisum, Hudson-Essex distributor at Amarillo, Texas. It is completely equipped and modern in every detail. In addition to its large and attractive salesroom and big service station, the complete line of

small and heavy parts carried in separate stockrooms gives motorists quick service when parts are needed. The list of satisfied owners in and around Amarillo is a long one and they speak highly of the service given them.

Frisco Distributor Sells 108 Hudson-Essex Cars in 21 Days

WHEN the H.O. Harrison Co., Hudson-Essex distributors in San Francisco, sets out to do things it does them well.

On March 1 the Harrison salesmen were told that the company was out to get 100 retail Hudson and Essex sales in San Francisco during the month. From then until March 27, inclusive, the company sold at retail 108 cars and was planning to exceed 125 before the 31st.

To encourage the salesmen to do their utmost, a contest was arranged for a sum to be determined by one per cent of the difference between trades taken in and the factory list price of the model sold, this sum to be divided as follows:

First prize, 25% of the total pool; second 20%; third 15%; fourth 10% and fifth 5%. The remaining 25% was to be divided equally among the salesmen who didn't win any of the first five prizes.

Points to be given each salesman

for sales made were: Hudson Coach 10; Four-Passenger Phaeton 15; Sedan 20; Coupe 20; Touring Limousine 25 and Seven-Passenger Phaeton 30. For Essex models—Coach 15; Cabriolet 15; Phaeton 20 and Sedan 30. In addition to these points, two more were given for each \$100 worth of accessories sold.

And to add stimulus to straight sales without trade-in, 50% of the points given for the model sold was added as a premium.

Exceeding the 100 quota nearly a week before the campaign was over was more than even the most optimistic man in the organization would predict March 1.

Here's How One of First Super-Sixes Looks Today



HERE'S how one of the first Super-Sixes looks after six years' service and more than 80,000 miles behind it. The Hudson Sales Co., Wichita, Kan., believe it will double this distance before going out of use.

The car above is H-1423, sold April 1, 1916 to G. E. Lehman, of Wichita, who has toured the country from the New England States to California with it. Mr. Lehman liked the car so well he kept it until July, 1921, when he turned it in for a new Hudson Sedan.

The best advertisement you have in your town is satisfied owners. What they say about you and the Hudson and Essex cars carries more weight with prospects than anything you or the factory advertising can ever say.

Hudson dealers are in an exceptionally fortunate position. Almost without exception, publications of all kinds stress the fact that 1922 will be a year of good business for those handling standard products who offer real values, but a very poor year for those with "nondescripts." Hudson stands right up at the top of the first mentioned class.

EXPORT BUSINESS ALSO GOOD WITH BOTH HUDSON AND ESSEX

Shipments to Date for 1922 Already Exceed Total for 1921, Says Export Manager; Hudson and Essex Very Popular the World Over

TRIANGLE readers will be interested to learn of the wonderful business recovery in our export field. The depression so keenly felt in the domestic market last year was far more acute abroad, due to depreciated exchange, money tightness and the general reaction following the abnormal inflation period. Conditions have so vastly improved that the number of cars exported so far this season exceeds the total number shipped during the whole of the 1921 season. Our March shipments will exceed by 25 per cent our export shipments for February.

This message will not only interest our export distributors, but is also a sure indication of a return to prosperous times in our domestic market. Our foremost business authorities concede that prosperity at home is largely dependent on a similar favorable reaction among the nations of the world with whom we have an interchange of commerce.

Our export business increase is due in no small measure to the popularity of Hudson and Essex cars with the motoring public of all nations. This enviable stage has been reached through a combination of the following vital factors: Outstanding values, superior performance and quality. Almost every mail brings us reports of success obtained by Hudson and Essex cars in reliability and speed contests. The full range of models we offer is a further contributing factor to our success in the export field.

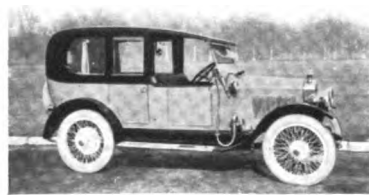
A very decided change is apparent in the attitude of buyers in the various countries. The automobile has been, to a large degree, considered a luxury, but this misconceived idea is rapidly losing ground, as the utility and indispensability of the motor car to the life of a business man becomes appreciated. Transportation is the greatest need in many of the territories controlled by our export department and to remedy this the automobile is proving a very important factor.

The addition of the Hudson and Essex Coaches to our line is enabling our export distributors to lay the foundation for a sound business in closed cars. Hitherto, the existence of a wide price difference between open and closed cars has been an obstacle to the sale of the latter type. This sales resistance, however, has now been removed by the inclusion of the Hudson and Essex Coaches in our line and we are able to report an ever increasing volume of export sales in closed cars.

We are, therefore, more than pleased to report that in common with our domestic sales department, business is good with the Hudson and Essex export department.

Arthur E. Stevens
Export Manager.

India Discarding Bullock Cart For The Automobile



YES, indeed, they are quite up to date in India.

They are discarding their high wheeled carts drawn by ponderous, slow moving oxen and taking to the swift motor car, with a strong leaning toward American makes.

The Russa Engineering Works, Ltd. had a splendid exhibit of Hudson and Essex cars with special bodies at the Motor Show in Calcutta, December 19 to 31.

Above are shown the outside of the company's exhibit (center), (left) an Essex with special body and (right) a Hudson with a special folding top. The top on this last design can be raised or lowered at will and when raised makes the automobile practically a closed car.

According to Dodge & Seymour (India) Ltd., the Russa exhibit "was second to none in the show and one which was a great credit to them and also fine advertising for the Hudson and Essex cars."

The company had a complete exhibit of Hudson and Essex models, the majority of them with special bodies mounted on the chassis.

RING binders with stiff covers, designed to hold your factory letters, will be furnished in black fabrikoid to all dealers and distributors at \$1.60 each. The orders should be made on a parts order blank.

NOTED JAPAN HOTEL OWNS 42 HUDSONS

Detroit Man Tells of Seeing Many in Philippines, Japan and Korea

HUDSON automobiles are rapidly becoming the recognized standard motor car in Japan, Korea and the Philippines. Arthur E. Stevens, vice president of the Chope-Stevens Paper Co., of Detroit, who recently returned from a trip through the Orient, says he recalls seeing more Hudson cars there than those of any other make.

"The Far East appears to be taking to the automobile fast," Mr. Stevens says. "Especially does this seem to be true in the cities, where one sees a number of them, practically all of American make. In the country, of course, the population is slower to realize the benefits of the automobile."

While Mr. Stevens was in the Far East, Shanghai was holding its first automobile show. Conspicuous among the cars in the show were the Hudson and Essex.

Mr. Stevens recounts an interesting experience he had at the time of his first sight of Japan.

"As we left quarantine and swung up to the dock, darkness had blotted out the many beauties that surrounded Yokohama harbor," he puts it. "Presently we could see what seemed to us to be a swarm of fireflies flitting about in the darkness, but which on nearer view proved to be lanterns, paper lanterns, those fantastic wayfinders of Japan."

"We never before had felt that the paper lanterns could possibly be a thing of utility, but here they were, attached one to each ricksha and bobbing about on the dock as the ricksha men jockeyed for good positions in the line."

"Our hopes, however, of enjoying this Oriental mode of transportation were upset by a contrivance from Detroit called a Hudson motor car, which in a prosaic but efficient manner landed us in the garden entrance to our hotel, much to the disappointment of poor So, the ricksha man, who is seeing his daily yen fast disappearing before the advance of the Detroit devil-wagon."

"I might add that the hotel at the famous resort of Myanoshita has a fleet of 42 Hudsons."

Hudson Adds Variety to Riding in Montana

A wrecked Essex frame, a Super-Six motor taken from a Hudson which had the misfortune to burn up, and a few other parts were all that Earl H. Baxter and his brother, Dewey, needed to construct a motor sled with which they whizzed over the snow at 60 miles an hour last winter. They had a lot of fun.

The sled was built way out in Lewistown, Mont., where the brothers work for the Judith Motor Company, Hudson-Essex dealers. It was handled in city traffic as easily as any automobile and the brake on the rear runner enabled them to hold the speed down to two miles an hour coming down hill, if they wished.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, MAY 1, 1922

NUMBER 20

Salesmen—Your Very Best Efforts Are Necessary Right Now!

AT this time, when there is an actual shortage of Hudson and Essex cars, it is most important that there be no let-down on the part of a single salesman. Such an act would endanger future business—business at a time when sales won't be so easy to make. What is needed right now is *more sales*.

Just because there are not at the present time sufficient Hudson and Essex cars to go 'round is no reason why salesmen should cease their efforts constantly to get more orders. Just because you may happen to have orders on hand, as yet unfilled, doesn't mean that this condition will exist several weeks hence. Buying is now rapidly approaching its peak. But just because in some years it has fallen off materially before summer does not make it certain that such will be the case in 1922. That depends upon *you*.

Go after those orders just as hard as if you had cars on your floor waiting for delivery. Every prospect you neglect, every one you allow to drift to some other make car because you have not heeded him, every day you allow to pass without taking new orders, is doing only one thing—*reducing your year's business*.

There will be more cars shipped by the factory in May than April. This is already certain. It takes time to get production to the highest possible notch, but that time is at hand. So there will be more cars for you to sell.

There are numerous indications that late spring, summer and fall business will be good for the salesman who goes after it with enthusiasm and determination. Business, no matter whether it be industrial, commercial or farming, is definitely on the upgrade.

Enthusiastic salesmen, eager to sell, can make "1922 the record Hudson-Essex year" and lay a solid foundation for even better things in 1923. And by doing so what are you accomplishing?—Exactly the same thing for yourself.

HUDSON HOME IN CHICAGO TO BE OF FINEST

**Will be Largest and Most
Modern in City; Com-
pany Has Grown Fast**

EXCAVATION has been started for a three-story concrete building, 100 by 390 feet, at 2220-28 South Michigan avenue, Chicago, with entrances on Michigan and Wabash. It will be for the exclusive use of the Hudson Motor Company of Illinois and will be the largest and most modern automobile sales and service station in Chicago. The estimated cost is \$450,000.

Every convenience for customers and employes has been provided for in the plans, according to J. R. Histed, vice president and general manager.

The service station entrance will be on Wabash avenue. Owners bringing in their cars for repair or adjustment will drive to the receiving and delivery floor, 170 by 100 feet. Quick service will be handled on the first floor in a space 100 by 100 feet.

The salesroom fronts on Michigan avenue. It will be 100 by 80 feet and will have only four columns. Back of it and separated from it by a single line of offices will be the used car display room, 100 by 52 feet. Lighting of both display rooms will be by concealed fixtures, giving an indirect light free from shadows. Heating will be by hot air circulated by fans and washed before being sent into the building. Ventilation and cooling in summer will be by fan circulated washed air.

The second floor will have the general offices at the Michigan avenue side. To their rear will be the parts department with a capacity for \$125,000 worth of repair parts. The entire rear of this floor

About to Start Trip to Pyramids in Hudson



HUDSON motor cars have gone out from Cairo, Egypt, to see the Pyramids and Sphinx for so long that they're all old friends now. Here is a Seven-Passenger Phaeton filled with Detroit and other Michigan tourists leaving the Continental Hotel in Cairo for the trip. Numerous Hudson cars are also seen in Athens, says W. C. Lancsweert, manager of the Detroit office of the International Mercantile Marine Company, who took this picture.

HUDSON'S NEW CHICAGO HOME



will be given over to new car inspection and delivery department.

The third floor will be occupied by the repair shop, paint and trim shop, blacksmith shop, and fender and radiator repair shops. The repair shop will have complete equipment of machines and tools necessary for quick, accurate work. An example of the detail of equipment is in the piping of compressed air and gas to each section of the benches to facilitate cleaning of parts being worked on and to operate bench furnaces. Oakite tanks will be used for cleaning parts for inspection during repair.

Pneumatic tube and dictograph systems connect all departments and an autocal system will be installed in all parts of the building.

No elevators will be used with the exception of one automatic electric for passenger use. Cars will be moved from floor to floor by ramps. Electric dumb waiters operated by push buttons connect the parts department with repair shops and service floors. Garage doors will be operated by electric motors controlled by push buttons in the service office.

The company has enjoyed a tremendous growth. It was less than three years ago that it became the Hudson-Essex distributor. During that period it has twice been forced to seek larger quarters. For some time its present location at 2449 South Michigan has been inadequate to cope with the growing demand for Hudson and Essex cars, despite the additional space at 1615 Michigan avenue and the service station at 1126 South Wabash avenue.

The new building will be rushed to completion because of the necessity for providing much more space at the earliest possible moment. The contractors have promised it in six months.

Hudson-Frampton Service Praised in Class Journal

TWO very informative articles about the service methods of the Hudson-Frampton Co., of St. Louis, Hudson-Essex distributors, appeared in the April 6 and 13 issues of Motor Age. Some business ideas, particularly relative to service, are brought forth. We believe all dealers and distributors can profit by reading each article.

HUDSON SUPER-SIXES NEVER DO WEAR OUT

**Owner of One of Earliest
Wonders How Long
it Will Last**

THE Hudson mentioned in this letter is one of the first Super-Sixes put out and well illustrates the long life of Hudson Super-Six cars. The letter was written to the factory by Mr. F. L. Norris, of Peoria, Ill., and follows:

On April first, I purchased Hudson Super-Six H182. This car has now "rolled" 50,000 miles and last week we tore it down to see what was necessary to rebuild and thought perhaps you would be interested in knowing what we found.

The clutch, transmission, differential and starting gears were practically as good as new. No sign of wear is evident, no replacements are necessary.

To put the car in first-class shape, four connecting rod oil dippers, two connecting rod bearings and two bushings for brakes on the back wheel were all that were required. The block was worn and we had that reground. The front fenders were badly rusted, hence the attached telegram ordering a new pair.

The Hudson engineers who designed this car are surely to be complimented on the thought and material used. Ordinarily a car is ready to junk at the end of six years. We are just beginning to wonder how long this car will last.

Very sincerely,
(Signed) F. L. NORRIS.

Dickinson Motors Inc., Shreveport, La., distributor, has organized a Hudson-Essex baseball team that looks like one of the strongest semi-pro. clubs in the state. It has already won several games. Wallace J. McGuire, secretary and treasurer of the company, is manager of the team. The players will make their road trips in Hudson and Essex cars.

14 LIMOUSINES RUN UP MILLION MILES IN WEST

**Cab Man Says Hudsons Have
Helped Give His Company
its Fine Reputation**

FOURTEEN Hudson Limousines have run up a total of approximately 1,100,000 miles for the Clark Cab Co., of Los Angeles. And today, as you read this, nine of the cars will be adding about 1,000 miles to this total.

These facts were determined when Harold L. Arnold, Hudson-Essex distributor for Southern California and Arizona, asked the company to state what degree of satisfaction the Limousines shown to the right, were giving.

The company bought its first Hudson Limousine in 1915, when it started in business. It was turned in on a later model after doing about 175,000 miles, as were three 1916 models, each of which had been run more than 125,000 and a 1917 model after about 150,000 miles. One bought in February, 1918, is "going strong" and will round the 150,000 mark soon after May 1, if not before.

That the company's business has steadily increased is shown by the fact that in December, 1921, it bought four new cars and then bought another in February,

'GIVE EMINENT SATISFACTION'



1922. Starting with one car in 1915, it now operates nine. It has one of the best stands in the city.

"We cling to Hudson," said A. M. Schuster, president of the company, "because they have given us eminently satisfactory service. Our mechanical troubles have been exceedingly few in comparison with the heavy use to which the cars have been put. Our reputation has been built on safety for passengers—the safety from harm offered passengers of any age and both sexes through responsible drivers, and the safety from injury incident to the use of dependable vehicles. We feel that in no small measure has this reputation come to us through the use of our Hudson Limousines."

BUY YOUR AUTO AS YOU WOULD A HOME

**Distributor Has Found That
Effective in Selling
Super-Sixes**

ROBERT W. POWERS, Providence, R. I., distributor, has found that the following is one of the best sales talks that can be used by either sales managers or salesmen—especially, as he puts it, "when a factory like the Hudson has been so careful in the choice of its distributors and dealerships." The sales talk follows:

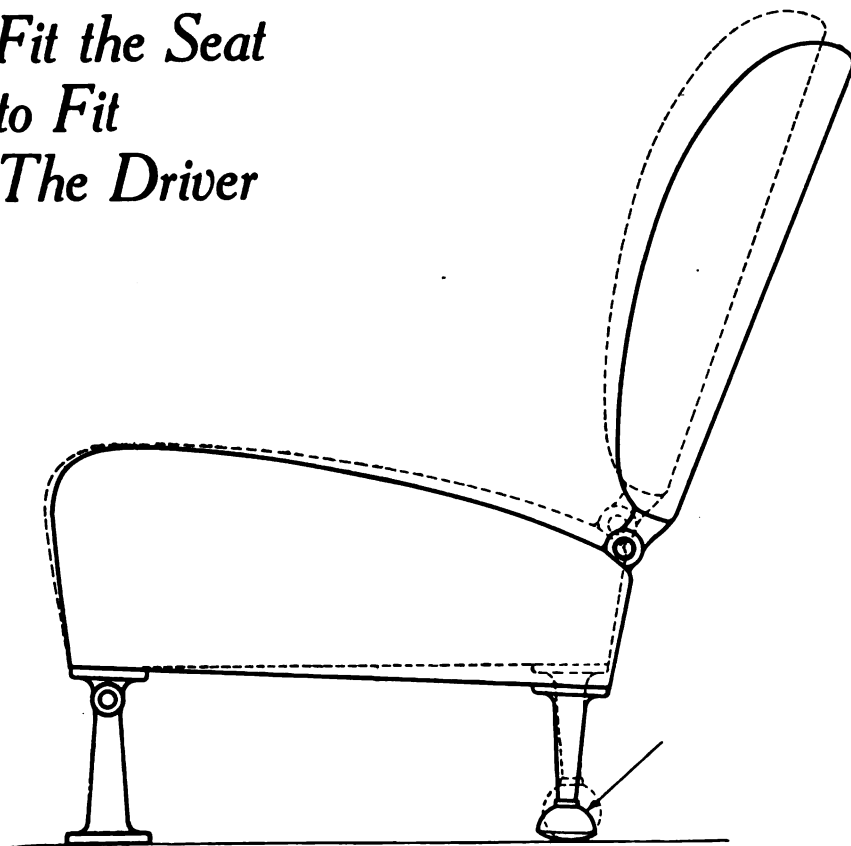
"Motorists should be as careful in their choice of an automobile as they would be if they were investing a similar sum in bonds or a home.

"Just as you buy the home that you believe will combine the features of an attractive investment, meet your wishes of comfort, appearance, maintenance expense, etc., so should you buy your automobile," says Mr. Powers. "It should be purchased from an organization whose standards for fair dealing and service can not be disputed, and one that will be in business throughout the life of your car.

"Suppose you have decided to make your wife a present of a diamond ring, costing, we will assume, \$600 or \$800. The first thought that enters your mind and hers also after the purchase has been decided upon is 'who is the reputable firm in the community who will treat me fairly and in whom I can place confidence?' Or suppose that article is a piano, a suit of clothes or a lady's coat. The same thought enters your mind—'Where should I buy this?'

"When a man is spending anywhere from \$1000 to \$5000 for an automobile he should be guided by the same reasoning. It surely must appeal to him that he wants to be careful with whom he spends it, that he will get the greatest value from the car commensurate with its conveniences and comforts throughout its life. To me, it has appeared in so many cases in the past that men have been very careless in the expenditure of their money for an automobile."

Fit the Seat to Fit The Driver



BY a simple operation that takes but little time, the front seats on both the Hudson and Essex Coaches can be "fitted to fit the driver," as illustrated. The folding

seat leg ball can easily be filed to change the sitting posture as desired. This ball is a removable part, so that another can be substituted for a different driver.

HUDSON-ESSEX GIVEN CLASS "A" FIRE INSURANCE

Factory Gets Best Classification For Both Makes of Cars

THE Underwriters' Laboratories have recommended Class "A" classification for fire insurance on both Hudson and Essex automobiles bearing the following serial numbers and upwards:

HUDSON SUPER-SIX	Left Hand Drive	Right Hand Drive (Principally Export)
7-Pass. Phaeton	103,641	175,084
4-Pass. Phaeton	204,766	275,035
Sedan	301,400	329,002
Coupe	331,073	349,000
Cabriolet	360,225	364,000
Tour. Limo.	350,888	359,003
Limousine	370,106	374,009
Chassis	380,031	385,018
Coach	400,000	490,000
ESSEX		
Phaeton	608,007	750,051
Roadster	801,057	835,007
Sedan	850,951	875,002
Coach	500,032	585,000
Cabriolet	840,895	849,001

The National Underwriters' Conference, comprising most of the larger insurance stock companies, were to issue revised rate manuals May 1, 1922, giving these cars the Class "A" fire risk classification. If any of the local agents in dealers' or distributors' territories have not been advised, have them get in touch with the company's head office.

Editor Calls Today's Car Greatest Value in History

HERE is what the editor of the Denver Times said in part in an editorial which ran during the Automobile Show there:

"The automobile industry, in our opinion, has kept faith with itself and the people. It has not cheapened the product by cheapening the price. The car of today is being sold at close to the figure of eight years ago, but it is a 100 per cent better car. It looks better, performs better, wears better. And it has absolutely revolutionized all phases of modern life. It has become so ingrained in our twentieth century form of existence that the average American today feels that the United States Constitution guarantees him life, liberty and the pursuit of happiness in a motor car."

Owners Will Help Lengthen Your List of Good Prospects

ENLISTING the aid of satisfied owners in one way or another to augment the prospect list has long been an accepted method for increasing sales. "A satisfied customer is the best advertisement" is one of the greatest truisms of business. Keeping the satisfied customer satisfied is a thing toward which all automobile men are constantly striving.

This method accomplishes several useful results. In an indirect way, at least, it lets the satisfied customer know that the distributor or dealer is very much interested in him and in his ideas about his own car, that his judgment is consid-

ered valuable and that the company will be indebted to him for any assistance he may give. It tends to keep alive that close relationship between seller and buyer which every merchant, no matter what his business, knows is invaluable to future sales.

Recently, J. S. Harrington, Inc., of Springfield, Mass., Hudson-Essex distributor, found that it was accomplishing all of these things from its satisfied customer list, as replies to its letters show. From one of the very first replies received, it learned that this "satisfied customer" is still thoroughly sold on his Hudson, one of the first Super-Sixes, which has turned up approximately 60,000 miles.

This letter, addressed to Frank W. Potter, 139 Bowles street, Springfield, was as follows:

"That a satisfied customer is the best advertisement is something we have long believed, and this business has been built by the loyal customers of it.

"The reasons which have actuated you to honor us with your patronage we believe to be good reasons why we should do business with your friends also.

"For these reasons we are asking that you kindly write on the bottom of this letter the names of any whom you believe would be interested in a new car. A stamped envelope is enclosed to bring back to us that part of the letter.

"By this act you will place us under an additional obligation to you, and put your friend who needs an automobile in hands which are sincere and responsible."

To which Mr. Potter replied in part:

"I have in view two likely customers. Will advise you just when to call. I surely shall be always ready and willing to serve you in the capacity of an advocate of the Hudson Super-Six. My car has traveled 59,239 miles to date. The upkeep has been extremely low indeed.

"The car is still going strong without a miss and as quiet as an angel—in fact, as far as I can see (and this by expert inspection) it has many, many miles of new car service. I am very proud of the appearance of the car. Friends, even the assessors ask, "Why do you keep the car so long?" My answer is how can I help it? It won't wear out. It is the Hudson Company's fault—my gain, their loss in making an ALL WOOL AUTOMOBILE.

"Be kind to those who are kind to you, be loyal to those who are loyal to you. Also be kind to those who have not the above qualifications. But tell the truth about a car or automobile, even if it hurts. For good things deserve credit as well as good people."

Valuable Publicity May be Had From Triangle

IT pays to take advantage of every opening. About \$25,000 of the \$30,000 Ty Cobb is said to earn yearly comes to him because he's always done so. And some of the many sales the H. O. Harrison Co., San Francisco distributor, is making, are due to the publicity J. H. Hornell, advertising manager, is getting in his local newspapers.

Mr. Hornell finds good publicity stories in every Triangle and Topics. Many of them he revises to get in local atmosphere. From the April Triangle he used two stories—one headed "Noted Japanese Hotel Owns 42 Hudsons," the other on Hudson's strong financial condition. He sent these to four San Francisco papers. Each was printed by three. Two papers used both and each of the others one.

Mr. Hornell doesn't do this spasmodically. He takes several stories from each issue, works them over and gets them printed. And the Harrison company is selling cars! Lots of 'em.

SERVICE WITH CAPITAL 'S'



HUDSON and Essex owners in and about Cincinnati know that the Chas. Schiear Motor Car Co., Hudson-Essex distributor, spells Service with a capital S. Above is shown one of the company's Hudson service cars. The Schiear company has in Cincinnati one of the most attractive sales and service stations in the entire organization. Its volume of business stands well up to the top among distributors. The building is completely equipped and modern in every detail.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, JUNE 1, 1922

NUMBER 21

The Farmer is Going to Buy

This Great Market Will Round Out A Splendid Year's Business

A CAREFUL survey of the agricultural situation discloses that a great volume of buying by the farmer may be looked for during the late summer and early fall. Business and statistical experts believe that everything points to a much improved market for farm produce. Prices that will put the farmer back into the buying market are confidently expected from all sources.

The market for automobiles to the farmer is worth your most intensive cultivation—worth a greater effort than ever before because of the heavier than normal buying that can reasonably be expected. This is not an idle speculation. The farmer has been out of the market as a buyer for more than a year. Something of the same pent-up demand for automobiles from this source may be expected as descended from the industrial centers with such swiftness upon the industry this spring.

The factory has anticipated a heavy volume of buying from the agricultural regions during the last six months of the year and has already provided for an advertising campaign directed at the farmer to be run for the next three months, beginning with June. State farm papers the nation over are to be used, which, supplemented by national and class farm publications, will cover the country thoroughly. This factory advertising will open the way so that the dealer's selling problem will be materially assisted.

Just how much the farmer means to the automotive industry may be told in this simple statement—the Department of Agriculture found that as of January 1, 1920, he owned thirty per cent of the entire number of passenger cars in the United States. And this field, with greater cultivation, will yield even greater returns than it has ever done before.

Proper cultivation of this great market will round out for nearly every dealer and distributor alike a splendid year's business.

HUDSON IS BEST ON THE MARKET, SAYS ARKANSAN

Best Regardless of Price, Declares Man Who Has Owned 17 Cars.

JMAYNE BAILEY, real estate dealer of Fort Smith, Arkansas, who has owned 17 cars in the last 15 years, five of them Hudsons and two Essex, says that the Hudson Super-Six "is the best car on the market today, regardless of price." He recently wrote the following letter to the Federal Truck and Motors Co., dealers at Fort Smith:

I wish to state to you that in the past 15 years I have owned 17 cars, of which five have been Hudsons and two Essex. The service of both Hudson and Essex cars has far surpassed any other make or model that I have owned. The durability, neatness and refinement of the Hudson can not be equalled, nor do I think that any one could have received better service or treatment than I have had through the Federal Truck and Motors Co., which is very important in selecting a car.

I have made a great many cross country trips in my Hudson cars and have never failed to get to my destination or had any trouble with them. The Hudson car has always more than come up to my expectations.

I now own a Hudson Coupe, which is in its third year of service, and it performs and looks like a new car. It gives me a great deal of pleasure to recommend the Hudson Super-Six, for I believe that it is the best car on the market today, regardless of price. My next car will be a Hudson.

Again I wish to thank you for your excellent service.

Export Dealer's Son Gets Watch for Daring Deed



THOSE revolutionary gentlemen down in South Africa can shoot pretty straight; at least they should be able to do so, for they've had lots of practice. But they haven't learned to gauge the swiftness of Hudson automobiles yet. When, in the midst of a recent outbreak, the police outside Johannesburg got low on ammunition, Leonard Simmons, son of M. B. Simmons, managing director of S. Fisher & Simmons, Ltd., Hudson-Essex export dealers, put 3000 rounds in a Phaeton and sped through the spitting bullets to the police and then returned with out mishap. Even the snipers couldn't stop him. The Minister of Defence, at a public ceremony, presented the youth with a wrist watch in appreciation.

WON'T HAVE ANYTHING ELSE



Dean of All Magicians Demands a Hudson Cabriolet; Travels Country In It

AS a magician of the old school, the type of performer mystifying and entertaining young and old alike by such feats as dishing a colony of young rabbits out of a silk hat or removing a handkerchief carelessly tossed onto a table and revealing a potted plant in bloom that certainly wasn't there before, Charles Andress is today a unique figure.

Now 76 years old, he is the eldest magician today actively practicing his profession. He and Keller enjoyed about equal popularity up to the time the latter died, though Keller retired from public life several years before his death. The two were close friends and Andress never went to Los Angeles, where Keller lived, without paying him a visit.

Like many men of his age Andress has a hobby. It is a Hudson Super-Six Cabriolet—not just a Hudson, mind you, but a Hudson Cabriolet. He will have no other make of car and no other model of that make except a Cabriolet.

To the aged magician has gone the pleasure and the distinction of owning the first Hudson Super-Six Cabriolet of the latest model to leave the factory. Learning by correspondence the approximate date when this model would be turned out, he came last November to Detroit and waited five days in order to be sure that he obtained "the very first one manufactured." At once amused and gratified by his loyalty to ideal, factory officials promised him that this car should be his, and redeemed their pledge.

If there is a practical accessory or auxiliary to a motor car not to be found on Andress' Cabriolet, it probably is due to there being no more room for installation. He naively admits that he has added to the Cabriolet "about everything that money can buy," though few of the things have taken a cent out of his own pocket. Everywhere he goes accessory dealers vie in an effort to get him to permit them to install various auxiliaries free, on account of the advertising they receive when Andress travels from city to city, usually

leaving the car standing in front of the theater where he has been booked for performance.

The feature in which the magician takes most pride, perhaps, is equipment permitting the Cabriolet within a few minutes to be turned into a comfortable "Pullman sleeper," as he describes it. A pillow, sheets and blankets are carried in the luggage compartment and when on outing trips, and not infrequently when on the road, Andress sleeps in his Cabriolet.

"When I bought the car," said the magician on the occasion of a recent visit to Los Angeles, during which he had certain adjustments made in the service department of Harold L. Arnold, distributor for Southern California and Arizona, "I drove it to Andressville, Kansas, my home town, which was named after me. I am what manufacturers call a drive-away owner.

"I have driven almost every make and model of motor car, from the one-cylinder up, but I think my Hudson Cabriolet the most wonderful ever made. With the many auxiliaries and accessories adding to its beauty of line and finish, it always attracts crowds wherever I stop when driving across the country and whenever parked in front of a theater."

Dealer Wants Owners to Know More About Car

MANY of the troubles that owners have with their automobiles are caused by drivers not having sufficient knowledge about the car they are handling, C. S. Beebe, Hudson-Essex dealer in Blackfoot, Idaho, believes. He recently put three residents of that town—a Hudson and two Essex owners—at work on their own cars in an effort to teach them at first hand about the mechanical details.

The three—a banker, miller and physician—declared that the first lesson was a lot of fun and very instructive, and want to continue it. The physician became so enthusiastic about his car that he insisted on demonstrating to a number of Mr. Beebe's prospects with it that same day.

WILMINGTON IS IN VAN IN SALES TO PHYSICIANS

**Dealer Takes Advantage of
a Splendid Opportunity;
Hudson Very Strong**

THE story of Hudson and Essex reliability, dependability, sturdiness and low maintenance costs has been well explained to the physicians of Wilmington, Del. White Brothers, Hudson-Essex dealers in that city, have found them willing listeners.

Approximately a fourth of the physicians in Wilmington own Hudson or Essex cars—the figures show that on May 5 there were between 100 and 120 doctors in that city, and that 28 of them owned 23 Hudsons and 6 Essex cars. Furthermore, every Essex owned is a closed car and 16 of the Hudsons are similar models.

You will note that the date of May 5 is cited. That is done because since then White Brothers may have sold a half dozen more to doctors for all we know. Judging from their recent sales this would not be at all surprising. From January 1 to May 5 they had sold 12 cars, eight Hudsons and four Essex Coaches, to physicians in Wilmington.

White Brothers have been forehanded. They exemplify exactly what we have tried to convey to every member of the organization—that Hudson and Essex cars, due to their high grade performance at all times, are unusually desirable for professional men who must drive in all weather. The proportion of closed cars given above is relatively that which will be found among professional men the country over.

We are inclined to believe that this field has not been cultivated, generally speaking, to anywhere near the extent that it should be and can be. Doctors must have first of all, a reliable high grade car. They are out in all weathers, therefore prefer a closed car. Once satisfied that the make they have purchased is the correct one for them—and that satisfaction becomes almost universal through Hudson or Essex ownership—they make splendid boosters and the best kind from whom repeat orders can be had.

Exactly the same thing can be said of all men whose business keeps them out at all seasons and who, because of the greater speed with which they can get from place to place, use an automobile all day the year around. They are excellent prospects for Hudson and Essex salesmen because they all want a high grade car.

White Brothers have set up a mark in Wilmington that we would like to see every distributor and large town dealer shoot at. But on second thought they will have to shoot much higher, because the Whites have gone in for even more intensive cultivation of this splendid market.

And we do not leave the rural dealer out of this discussion, either. For the story of Hudson and Essex, well told, will sell the professional men in his territory just as it will sell those in the cities.

Who's going to equal White Brothers' figure!

PREDOMINATE IN MEXICO



**Hudson Leads All Makes
but Ford; Essex Sales
Greatest at Show**

MORE Hudson and more Essex automobiles were sold at the Second Automobile show of Mexico than any other make of car. The show was held in Mexico City from April 16 to 23. Essex sales led, 30 being made during the show week. Hudson was second with 15, a total of 45 for the two makes, or exactly half of all sales of American made cars. The Cia. Automotriz Mexicana, S. A., of Mexico City, distributors for Mexico, made all the sales. In all, 100 cars were sold at the show, the other 10 being European models.

O. H. Williams, export manager, who represented the factory, brought back word that there are more Hudsons in Mexico than any other make of automobile except the Ford. One can not but notice how Hudson and Essex predominate in Mexico City.

Carlos Wille, general manager of the Compania Automotriz Mexicana, is confident that Hudson-Essex sales in Mexico for 1922 will be at least double those for the best previous year.

The show was a complete success in every way and the splendid record Hudson and Essex made augurs well for their continued leadership in the Mexican market.

The top picture above is the Hudson-Essex display at the show. The lower shows the front of the company's salesroom.

that his opportunity for endless talk is limited by the will of the listener. Silence is sometimes just as expressive as talking, and it accomplishes one thing—it enables the prospect to think over for a moment those things that you have told him that have impressed him. Our vocal organs were never intended for constant use.

The highest type of salesman talks as little as possible; he occupies the stage only when he cannot induce his customer to talk, or anticipates objections that might be raised and is answering them.

Men who sell thoroughly advertised products, as Hudson and Essex automobiles, don't have to unleash a torrent of words to sell. Many prospects who have never owned a Hudson know enough about the car to be sure that it is the make they want. They are naturally apprehensive right at the moment of purchase, nearly all of us are. Restoring of confidence is all that is necessary and the order is yours.

Finding the point where the salesman should stop is one of the fine arts of talking.

THIS MAY BE REASON WHY YOU LOST SALE

**Knowing When Not to Talk
is One of Fine Arts
of Salesmanship**

EVERY salesman has asked himself: "Why did I lose that sale? I can't figure it out. Ten minutes before he walked out I could have sworn he would buy."

Knowing why you lost that sale is the difference between a top notch and a mediocre salesman. All of us make mistakes. But it takes the real salesman to analyze them and in that way avoid repeating them. The real salesman gets his full measure of profit from his mistakes; the other kind doesn't.

"Ten minutes before he walked out I could have sworn he would buy." Why didn't the salesman stop right there, ask the prospect when he wanted delivery and sign up the order? The prospect was sold; the rest was merely a detail of writing.

What the salesman did was to oversell his customer. Fearful that the sale perhaps might not be made he continued talking, trying to drive home points a second time that he knew had made an impression, but conveying, nevertheless, the unmistakable impression on the prospect's mind that the salesman was uneasy. There is something about anyone trying to sell anything, no matter what, that when he begins to worry about whether the sale is going to be made he flashes something of that worry through a look, a sign or some significant expression that puts the prospect on his guard.

The prospect's reaction to that is of course instantaneous and almost always unfavorable. The salesman has lost the confidence of the prospect. When confidence departs the expected order goes with it.

A salesman often talks a customer out of a sale after he has made it by continuing to tell of his product. He doesn't realize

STITT IS BUSY CASHING IN ON 2 GOOD IDEAS

**Farming District Dealer Stirs
up Sales; Factory
Slogan Helps**

ALBERT E. STITT, of Hastings, Nebr., qualifies as a live Hudson-Essex dealer. He is now busy reaping results from two ideas he spread throughout his field.

In the first, he adopted the factory slogan, "Business is Good With Hudson and Essex" to his own use, as illustrated. He advertised his place of business, the cars he handled and their price in the postcard he broadcasted to all prospects.

Then he decided that he'd give them all a little surprise. He turned an Essex over on its side in his salesroom to bring out its hidden qualities to advantage. He went a little farther, and in this showed sound judgment—he had the car so located that interested persons had to come into the salesroom to look the job over. That gave him what he wanted—their names.

Regarding this display, Mr. Stitt says:

"We received considerable benefit from it, for many lookers stated that they got a chance to see that part of an automobile that the prospect never gets a look at. Two years ago we did this same stunt with a Hudson Speedster and we still hear comments regarding this showing.

"It is a mistake to place the exhibit in such a way that people can look it over from the street, as we did with the Hudson. With the Essex, we fixed it so that people passing were attracted, but had to come in to look it over. With our Hudson, we had it so it could be seen from the street, and while the crowds frequently blocked the sidewalk, we did not get the prospective purchasers' list we should have had.

YES, BUSINESS IS GOOD

BUSINESS IS GOOD WITH "STITT"



Albert E Stitt Motor Co.
HASTINGS, NEBR.

**Wish All My Cars Were Hudsons,
Says Chief; Here's the Reason**

THE J. S. Harrington Co., Inc., distributors, of Springfield, Mass., recently received the following letter from Arthur Montmerry, chief of the Chicopee (Mass.), fire department. A few days ago that city ordered from the distributor a special Hudson Roadster for the chief, whose letter follows:

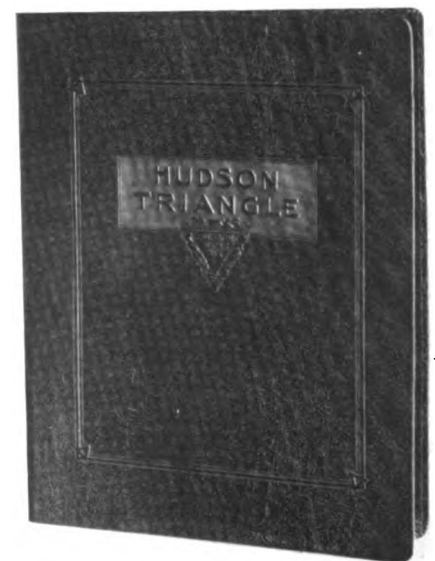
"We are overhauling our Model H, 1917 Hudson fast squad wagon for the first time. In looking over our department records, it is interesting to note how little this splendid machine has cost us for repairs. The total upkeep for parts in almost five years has been exactly \$99.85, of which \$67.33 was expended for parts due to an accident caused by the nervousness of a driver.

"This machine has answered every alarm since it has been in commission, and has been driven over 7000 miles at high rates of speed. I wish that all my cars were Hudsons.

"Thank you for your courteous service."

**New Triangle Binder, Best
Yet, is Ready for Mailing**

A NEW HUDSON TRIANGLE binder, in rich brown and of a specially prepared fabrikoid giving it the appearance of leather—just the thing to file issues of THE TRIANGLE in—will be shipped on receipt of \$1.75. Orders must be placed



Hudson Fleet Sales Growing Rapidly; Splendid Field Here

SALES of fleets of Hudson cars are reported in even larger numbers than ever before. More and more concerns whose business is of such a nature that



cars of splendid performance, unusual reliability and economical operation are absolute necessities are taking to the Super Six, particularly to closed models. And they are finding in their Hudsons those qualities that they have long been seeking.

Charles Newding, dealer at Galveston, Texas, reports the sale of the fleet of Hudson Sedans pictured to F. P. Malloy &

Sons, funeral directors. The picture was taken outside Mr. Newding's place of business just before the cars were delivered.

The Duluth Yellow Cab Co., on April 1 definitely decided to adopt the Hudson for its touring service. In writing the Cargill-Guibord Motor Co., Duluth dealers, concerning this, the president of the taxicab company stated that the "Hudson was chosen for its well-known comfort, economical operating cost and reliable performance." The company has already bought several Hudsons and is very well pleased with its choice.

**Are You Salesmen Gaining
as Result of this Finding?**

DO you remember that more owners in the Hudson and Essex price class are more interested in the endurance of motor cars—how long they will last—than in any other one thing? The National Automobile Chamber of Commerce learned that from answers to 20,000 questionnaires sent to motor car owners throughout the United States. Are you salesmen getting the full benefit from this?

now to secure this price. These binders are, we believe, the most attractive we have ever put out.

The importance of keeping all issues of THE TRIANGLE properly bound for ready reference cannot be over-emphasized. Nearly every issue contains sales helps that are often vital in closing an order. This new binder will make an attractive addition to your salesmen's table.



The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, JULY 1, 1922

NUMBER 22

The Hudson Sales Manual--- Its Purpose

THE new Hudson Sales Manual, to be issued within a few days, has been compiled primarily to help salesmen sell more Hudson cars. Months of effort have been spent on it. To be successful, the Manual must help with sales. Otherwise it will never achieve the purpose for which it is intended.

It is of the greatest importance that every member of the Hudson organization know everything he possibly can about the Super-Six. Only in this way can the salesman give the prospective owner the detailed information that anyone, about to buy, is entitled to know.

The prospect should be told why the Hudson is a motor car of the highest quality, constructed throughout from only the most carefully selected high-grade materials. And he should be told in a simple, understandable way the reasons why Hudson excels.

Manual Should be Kept in Use at All Times

Proof of ability to perform is always the greatest demonstration and the greatest maker of sales. The Sales Manual, backing up as it does points that the salesman has made, is an asset of tremendous value to the man with a prospect who wants to be 100 per cent sure of his buy. To secure any great value from it, it is imperative that it be used constantly. Many assurances that the Essex Sales Manual has been of great assistance have been reported. In fact it was this success that caused the company to issue the Hudson Manual. But instances, unfortunately too many of them, have been reported that the Essex Sales Manual was not being utilized to its greatest advantage. Those who did not do so certainly lost sales that would otherwise have been made.

Letters are now being sent out asking each

selling organization to name the quantity of Hudson Manuals it needs. Shipments will be made as soon as possible. Please order to the extent of your requirements.

New sheets containing additional sales helps will be sent out from time to time. For this reason, and to help salesmen realize the greatest possible value from both the Hudson and Essex Manuals, it has been decided that they will be checked up every three months.

Proper Use of Manual Will Increase Your Sales

The Hudson Motor Car Company is certain that proper use of the Manual with prospects will increase your sales. The purchaser of today is asking questions—many of them. He wants to know more about the mechanical features and the “why” of things. And he is entitled to every item of information before buying. Hudson wants him to know as much about Hudson cars as possible, for it realizes that the more its prospects know about the Super-Six the greater will be their desire to own one. The story of Hudson manufacturing methods, Hudson service and Hudson long life well told, is something that will go far in assuring every prospective owner that in his purchase of a Super-Six he is buying 100 per cent value. This knowledge will also increase the universal satisfaction of Super-Six ownership.

The purpose of the Manual is to give Hudson salesmen a better understanding of the many Hudson advantages that they may become even more successful—that through them the prospective owner may better understand the Hudson car and Hudson ideals of service—that even stronger realization may be brought home to him that his purchase of a Hudson is a wonderful investment for him.

HUDSON, BEST SIX YEARS AGO ALSO BEST NOW

**President of Des Moines Gas
Company Tells of Worth
of Super-Six**

SIX years ago, after a careful and most exhaustive examination of the automobiles on the market, the Des Moines Gas Company, perhaps the largest public utility corporation aside from railroads in the State of Iowa, purchased a Hudson for the use of officials.

In a letter, dated May 19, to George W. Jones, president of the Hudson-Jones Automobile Co., distributors at Des Moines, Jansen Haines, president of the gas company, tells how pleased he is with the endurance and efficiency of the four Super-Sixes his company has had. The letter follows:

"It may interest you to know that I have just completed 6,000 miles on my new Hudson Super-Six since last October. This is the fourth Hudson our company has used since 1916, and I have been very much gratified with their endurance and efficiency. They have stood up remarkably well considering that they have been constantly in use in all kinds of weather, and in many cases with new and untried drivers. The mileage has averaged over 50,000 per car with practically no repairs except those occasioned by careless driving.

"I selected the Hudson car six years ago after a very careful examination of the available cars at the time by my own expert engineers, and have never had occasion to change the opinion then formed and I am more than ever confirmed in that opinion now."

HEAD OF LEGION USES HUDSON



COL. Hanford MacNider, national commander of the American Legion, and other Legion and military officials used a Hudson during the North Carolina Legion's state convention at Charlotte re-

cently. Col. MacNider is in the rear seat at the left. The driver is B. D. Heath, Jr., Hudson-Essex dealer at Charlotte, shown in the picture in his uniform as a naval ensign.

This Hudson Owner Can't Hear New Motor Even When it's Idling

E. D. SOWDEN, treasurer of the Bliss Auto Sales Co., Toledo distributors, tells the following:

"G. E. Burkit, manager of the Allen Filter Co., of Toledo, who has owned several Hudsons, recently bought a Seven-Passenger Super-Six. A few days later he stopped in front of his office, threw his gear into neutral and, not hearing the engine, took it for granted that he had turned off the ignition. Four hours later as he came out of his office a friend asked him why he left the motor running. Mr.

Burkit insisted he hadn't. The friend was equally insistent. (He knew.) Even after getting close to the engine, Mr. Burkit couldn't hear it turning over."

"A few days later he did the same thing, allowing it to run nearly two hours. Later the same day he repeated it. He explains that he never knew of a motor that ran so quietly."

GOOD SALES LETTER IS BUSINESS GETTER

**Here's One of Latest, Used
in Arizona**

G. H. MORIARITY, manager of Harold G. L. Arnold's branch at Phoenix, Ariz., does things a little different from most people. One of these is sending out a weekly sales letter to all Hudson-Essex dealers in his territory. Mr. Moriarity doesn't say just how successful these sales letters are but does report that business in Arizona for Hudson and Essex is several times greater than last year and that "we have only started."

Here is one of his latest weekly letters to dealers:

"Successful Hudson and Essex dealers are today spending most of their time out seeing prospects. Their time in the office is short, so we will make our weekly sales letter the same way.

S-E-L-L-I-N-G
O-N-L-Y
S-T-A-R-T-S
W-H-E-N
T-H-E
C-U-S-T-O-M-E-R
S-A-Y-S
No.

"We didn't take up much of your time, did we?"

"Now you can drop this letter and start out after some of your prospects with a new thought in mind."

Hudson-Essex Distributor has Best Equipped Place in South Australia



FROM half way around the world came this picture of the splendidly equipped sales and service station of Motors Limited, Hudson-Essex export distributors at Adelaide, Australia. The company reports that it now has the largest and best equipped service station in South Australia and one of the finest on the entire continent. It takes particular pride in the completeness of its stock of parts.

POWERS ALSO MAKES RECORD AS SALESMAN

**Massachusetts Dealer Rises
to Defend His Laurels
as Champion**

PHIL POWERS (if anyone around Western Massachusetts spoke of him as Philip D. Powers no one would know who was meant) is indignant. Well, perhaps not exactly that, but his dander is up anyway. Phil has risen with a deal of justifiable pride to defend his laurels as champion.

And he has reason. For he has nearly everyone in his district around Adams, Mass., where he is the Hudson-Essex dealer, either owning a Hudson or Essex or hoping that some day they will be able to purchase one.

Phil's wave of indignation, or pride or whatever it was, arose when he read of the splendid record set in Wilmington, Del., where White Brothers are dealers, and where 28 physicians, out of the 100 to 120 in that city, own 29 Hudson and Essex cars. Phil admits that that is a pretty fine record, but beyond that he will not budge an inch. Then he proceeds to submit a few figures of his own, with names and models of cars owned, which prove that he is still fully entitled to rank as a salesman with an outstanding record of accomplishments.

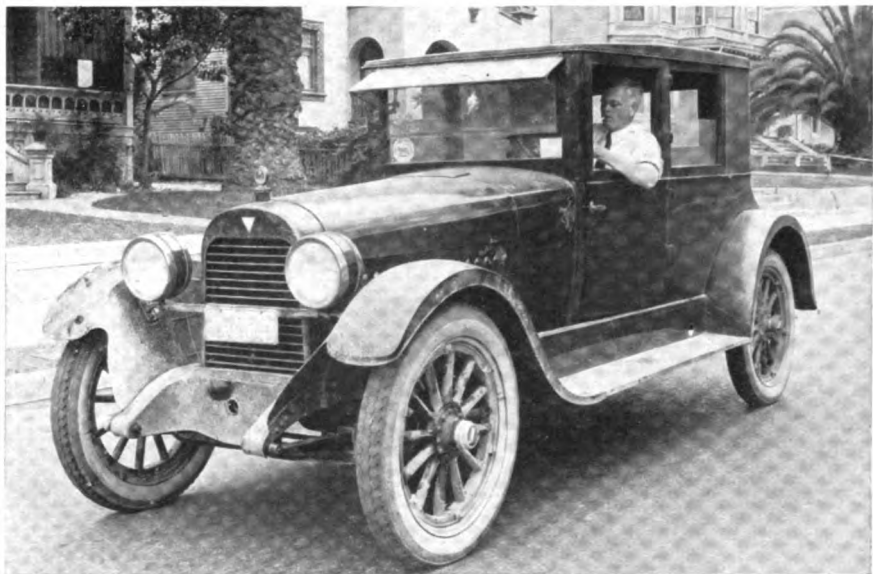
Phil, by the way, is president and only salesman of Philip D. Powers, Inc., of Adams, a town of 13,000 population in the Berkshires.

There are 13 physicians and dentists in Adams, ten of whom own automobiles. Of these 10 only two do not own Hudson or Essex cars. The eight Hudson or Essex owners have seven Hudson and four Essex cars in their garages.

But Phil doesn't sell cars to doctors only. In fact, the little feat mentioned

(Continued on Page Four)

NEW MOTOR MAKES RECORD



Hill Climbing Ability, High Gasoline Mileage and Greater Flexibility Reported After Tests

THE remarkable performance of Super-Sixes equipped with the new motor is beginning to be reported from all parts of the country. These individual performances show that greater flexibility, ease of handling, quietness of operation, unusual hill climbing ability and high gasoline mileage are being realized from the new motor.

The new motor, perhaps, has not yet been in the hands of owners a sufficient length of time to enable the majority of them to give it a thorough test. However, Dr. Carroll W. Jones, shown above in his new Coach, recently reported these facts to Harold L. Arnold, of Los Angeles, distributor for Southern California and Arizona:

Two records were recently set by him on the steep grades in the Yosemite region. When he returned to Los Angeles he was more than enthusiastic over the power, speed and economy of Hudson's latest model and its new motor.

Dr. Jones, with his brother, C. C. Jones, and a fellow physician, Dr. William Sweningsen, as passengers, climbed the five miles of steep and tortuous grades from Bridal Veil Control, on the floor of the Yosemite Valley, to Inspiration Point with the Coach in second gear. This is believed to be the only time this feat was ever accomplished with an automobile. Furthermore, it was done in 16 minutes.

On the way to his camp from Camp Sierra, near Wawona, his Coach conquered the famous Chowchilla grades and arrived at the Merced courthouse in 2 hours and 38 minutes, another record. "Persons familiar with this road," F. L. Perkins, the distributor's advertising manager, writes, "who also happen to be acquainted with Dr. Jones, doubtless will congratulate him not so much on the performance of his Coach as on the fact that he is here today in the flesh."

Regarding the climbing from Bridal Veil Control to Inspiration Point, Dr. Jones says: "I had no idea that the car would make this tremendous pull in second gear, but when I discovered it was rolling up the steepest pitches without the slightest quiver of the engine I let it go. All of us were surprised, however, on reaching the Point to discover that only 16 minutes had passed since we left Bridal Veil.

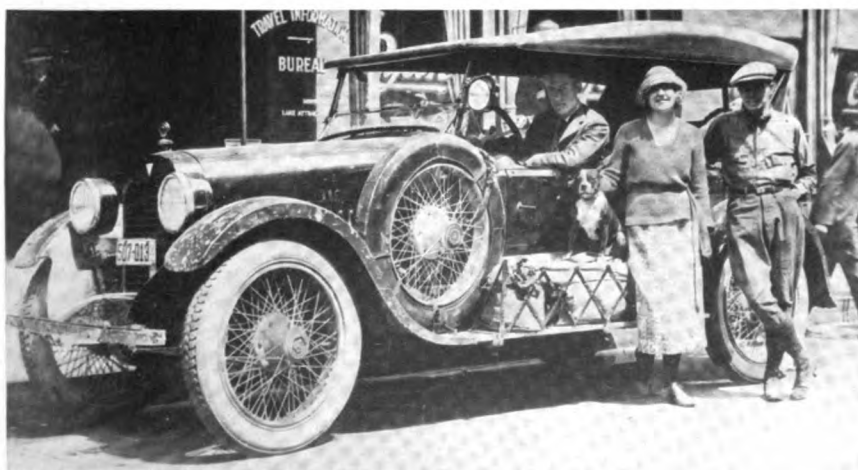
"I'll have to admit that pride in the car caused me to let it out a bit on leaving Camp Sierra for Merced. I wanted the record, and if anybody has made the distance between those two places in less time than I did I should like to know it."

The entire trip was 798 miles; 13.6 miles were averaged per gallon of gasoline despite the great amount of traveling in second and first gears and the heavy load of equipment carried. From Merced to Los Angeles the average mileage was 16.5.

E. W. Williams, dealer at Bennington, Vt., finds that Hudsons equipped with the new motor are outdoing all previous records for high gear hill climbing. He also reports that a new Phaeton in a carefully measured test ran 21 miles on a gallon of gasoline over hilly country roads.

Walter L. Dunn, of the J. W. Goldsmith Jr.-Grant Co., distributors at Atlanta, made 19.6 miles on a carefully measured gallon.

BILLIARD KING OWNS HUDSON



YOUNG JAKE SCHAEFER, world's champion billiard player, was bound for his summer home near Portland, Ore., for some trout fishing when this picture of his new Hudson Phaeton was taken at St. Paul, Minn. Accompanying him on his Super-Six transcontinental tour were his wife, E. S. Bradley and "Governor the Second," the Schaefer's Boston bull pup. "Jake" is a strong Hudson booster.

SERVICE GROWS IN IMPORTANCE WITH EACH DAY

**Reputation for Handling Cars
After Sale Considered
by Every Prospect**

COMPETENT facilities for the proper servicing of motor cars becomes of greater importance to the individual distributor and dealer every day. The automobile buyer of today is the man who has bought before, perhaps half a dozen times. It is estimated that 90 per cent of all sales which will be made this year will be to persons already owning cars. These owners, says Automotive Industries, will make their choice depend largely on the character of service given by dealers in their locality. "Evidence that this is true," continues this paper, "may be seen daily in almost any territory."

If the motorist of today repeats his order it is a practical certainty that he is doing so because he is well satisfied not only with the car itself but with the service he has had on it, as well. National service counts somewhat, of course, for without it a car is limited in the scope it can traverse. But it is, after all, local service that counts above all else.

If the motorist of today does not repeat his order it can be generally taken for granted that he is dissatisfied with either his car or the local service. Other things, of course, enter here, but in the main one of the two causes referred to above will be found to be true.

1914 Hudson Climbs to Pikes Peak Summit

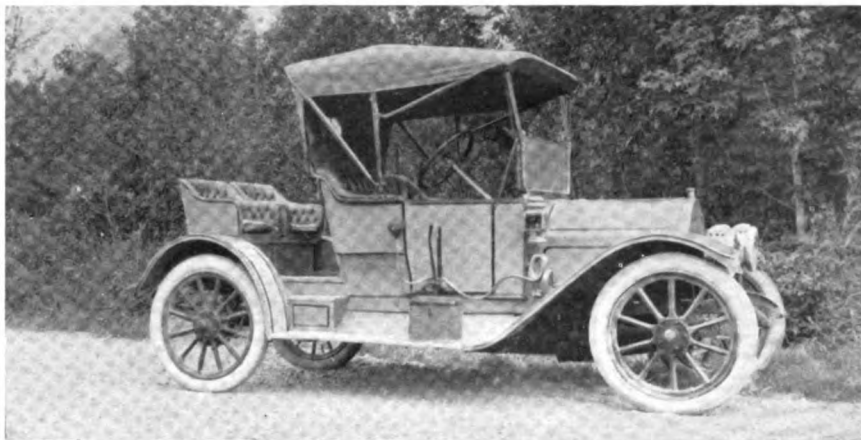
WR. EATON reports to Tom Botterill, distributor at Denver, that his eight-year-old Hudson recently climbed through snows, mud and slush over the steepest grades to the summit of Pikes Peak. "The steepest grades were merely glades, the car proves it's pure gold," is the way he puts it.

Owner Uses Super-Six to Help in Tiger Hunt



S. B. SAMOILYS, of Bombay, India, sends in the interesting photograph above, taken just after his party had shot three tigers in a hunt. The Hudson is far in the jungle and about half a mile from where the shooting occurred. After the shooting the tiger shown was loaded onto the car and carried back to camp, 12 miles away. Note the turbaned natives at the right.

THEY NEVER WEAR OUT



1909 Model, Used Daily in South, in Tip-Top Condition; 1910 Hudson Making Trip to Coast

HEREWITH are two of the oldest of the "old timers" still in service.

Albert Javelet, of New Orleans, owns the 1909 Hudson shown above at the top, and which, despite the fact that its mechanical parts have never been repaired, is, he reports, in "tip-top shape today." Mr. Javelet is unable to estimate just how many hundreds of thousands of miles his car has traveled. He uses it nearly every day.

The lower car shown is of more recent date, being a 1910 model. Three South Dakota former service men are traveling in it throughout the country, with their

destination the Pacific Coast. The Ohlman-Bleeg Company, Hudson-Essex dealers at Sioux City, Iowa, where this car stopped recently, reports that "it has gone so far that its total mileage has been forgotten about."

While in Sioux City, the Hudson was the main attraction in town. Hundreds came to see it and to marvel at this proof of the wonderful durability of Hudson cars. The car is shown equipped with a special body to accommodate three and also to enable all of them to sleep in it whenever they wish to do so.

Its owners call the car "Slippery Gulch," and describe it as "a good old horse, even if she is 12 years old."

Powers Makes Record Selling in Berkshires

(Continued from Page Three)

above is just a starter. Six of the directors of the Greylock National Bank own seven Hudson and two Essex cars and the seventh recently placed an order with Phil for a Super-Six chassis, on which he will mount a specially designed roadster body.

Over at the First National Bank Phil has also been doing a little selling these past few years, with the result that six officials there own seven Hudsons and an Essex, eight cars in all.

Phil realized that selling Hudson and Essex cars to the prominent citizens of Adams alone wasn't enough for him, so he has been doing a few things over at North Adams, a city of 20,000, five miles north of Adams. He's had pretty fair success, he admits, for 11 doctors there, for instance, now own nine Hudsons and three Essex. And seven North Adams bankers own six Hudsons and two Essex. J. S. Harrington, treasurer of J. S. Harrington, Inc., Phil's distributors, who are

at Springfield, Mass., takes up the figurative cudgel for Phil and writes as follows:

"It is up to the Wilmington dealers and others to do some shooting to equal the mark which has been set in the little north corner of the Berkshire Hills. The way Hudson and Essex cars conquer the mountainous parts, including the famous Mohawk Trail of the Housac Mountains, and continue to perform so efficiently, is the reason that Powers gives why Hudson and Essex prevail in his territory.

"It will be remembered that Phil Powers is the possessor of a prize diamond ring, won for selling more Hudson and Essex cars last August than any of the other dealers or salesmen under J. S. Harrington, Inc. After selling nine cars in July, spurred on by the offer of the prize, he sold 14 cars in August."

This publication believes that Phil has made a wonderful record. It also is just as certain that White Brothers have also set a splendid mark. It is now awaiting word from some more super-salesmen.

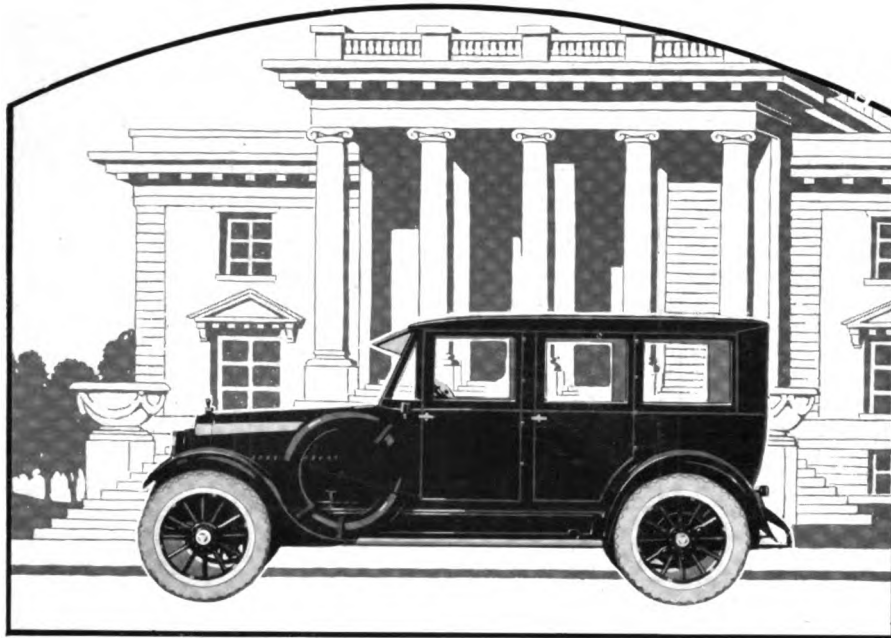
Speak up now, gentlemen, and let the good work continue.

The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, AUGUST 1, 1922

NUMBER 23



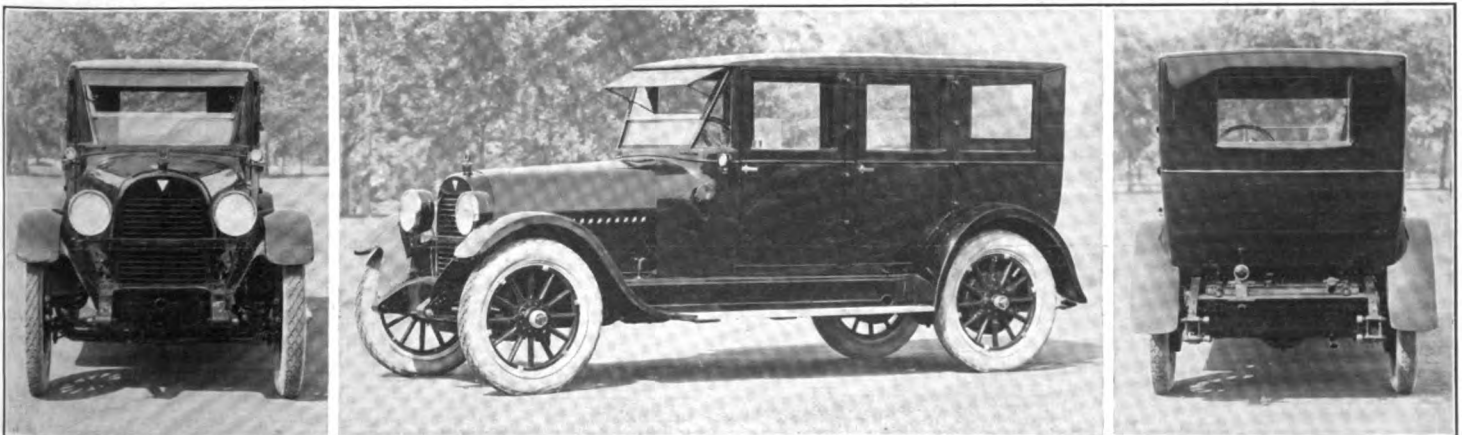
The New Hudson Sedan

THE addition of the new Sedan to the Hudson line fulfills a Hudson policy: A complete line of models, appealing to the largest field of prospects, at remarkably low selling prices. Thus, with minimum capital outlay, maximum profits are assured; quick turnover. This ideal will enable dealers to carry the complete line of Hudson and Essex cars at comparatively small carrying expense. This advantage will appeal most forcibly to every automobile merchant.

The new Hudson Sedan is certain to be one of the most popular types of this model ever put out by any manufacturer of high grade motor cars. Announcement of it will be made all over the country in newspapers and magazines in August.

You, no doubt, are familiar with the type of bodies that have given such distinction to Hudson—the Limousines, Coupes, Landaus and Touring Limousines. These have been the pattern bodies of the industry. They have set the mode in lines and detail. Some of them sold at \$4000 and over. The equipment and workmen engaged in the production of these fine bodies are now concentrated in building the Sedan. Thus the same high quality in every particular is available at a great saving in price.

At \$2295, f.o.b. Detroit, it is without question the greatest value among Sedans the world over. With its inception at a time when closed car sales are beginning to mount, heavy sales for it are assured from the start.



MEREDITH AND DAVIS PRAISE HUDSON CARS

Former Secretary of Agriculture has had Five; Highway Chief Three

THE conclusions of an automobile expert, based on years of actual day-in-and-day-out experience of more than 500,000 miles with motor cars, are valuable. Charles Henry Davis, of Cambridge, Mass., president of the National Highways Association, has since 1909 operated 16 different automobiles, many of them among the highest priced automobiles that can be purchased.

In 1920 he bought his first Hudson and has driven Super-Sixes since. What he has to say concerning them will be found most valuable for the entire organization in assisting in sales. His letter, dated June 8, 1922, to G. B. Kimball, president of the Henley-Kimball Company, distributors at Boston, follows:

"It may interest you to know of my experience in the ownership and driving of three of your Hudson Super-Six Seven Passenger Touring Cars. I bought the first one in June, 1920, and drove it just short of 30,000 miles. I bought the next one in June, 1921, and drove it just short of the same mileage, namely 30,000 miles. I have just purchased in April, 1922, the third car and I have so far driven it just short of 6000 miles.

"The total cost of these three cars to date stands at approximately \$2,400, or at the rate of four cents a mile, including first cost and all depreciation, and when I finish with the third car and turn it in to you it will be less than that. I have never been stopped on the road for any but minor difficulties inherent in the operation of any motor car over a considerable mileage.

"Prior to the use of the three Hudsons referred to above I operated from 1909 to 1920 thirteen other cars of the high priced variety over a mileage considerably in excess of 500,000 miles. I have never had better satisfaction from those high priced cars than I have had from the three Hudsons which cost so much less.

"Can I say more for you? If I can let me know."

E. T. Meredith, Secretary of Agriculture in President Wilson's Cabinet, wrote George W. Jones, president of the Hudson-Jones Automobile Company, distributor at Des Moines, on May 18 as follows:

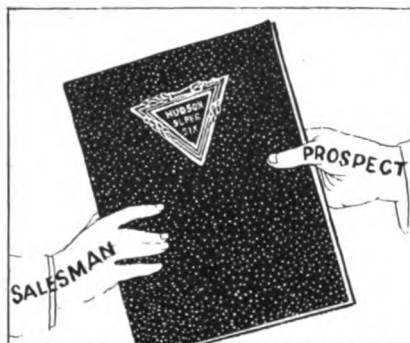
"Referring to your suggestion that we should replace our present Hudson Limousine with a new one, would say that while this car has seen extraordinary use, having been driven thousands of miles in Iowa and even to Washington, D. C. and return, it is still giving very good service and it is our plan not to replace it until late fall or early winter.

"In this connection, you are, of course, aware that I have had five different Hudsons, and at this time in addition to the Limousine, we have a Coupe, and I wish to express my appreciation of the great value we have received and the satisfaction we have experienced in driving your car."

Double Your Sales Force Today; Cost Almost Nothing, Returns Great

DOUBLE your sales force. Do it today.

Every member of the organization can increase the number of his salesmen a full 100 per cent and do it for \$3. There is absolutely no salary nor are there any commissions to pay this salesman, which is the Hudson Sales Manual. It is now being sent to all who have ordered it.



1 THE SALESMAN'S BEST ASSISTANT



2 that night - WHAT TO LOOK FOR IN BUYING AN AUTOMOBILE



3 next day - CLINCHING THE FACTS



4 HE BOUGHT A HUDSON, KNOWS WHY, AND WILL TELL OTHERS

While you are out selling one prospect by a demonstration the Sales Manual is selling another—the person who is reading it. Allowing it to remain idle for a minute is just like staying home all day yourself.

The Sales Manual will boost your sales total considerably. It's bound to. And by giving prospects an unusual knowledge of the mechanical features of Hudson cars it makes better sales. The greater understanding that owners have of their Super-Sixes has always resulted in their keener appreciation of the numerous points where it excels.

The Hudson Sales Manual, in addition to doubling your sales force, will

Increase your sales.

Prevent arguments over technical points. Give your own assertions as to what the car will do greater authority.

Help prospects decide upon the proper car.

Increase your knowledge of the car. Result in even greater owner satisfaction.

Dozens of distributors and dealers, in sending in their orders for the Super-Six Manual, have cited specific instances where the Essex Sales Manual closed sales for them. Can you afford to overlook such a potent sales factor as that?

Selling automobiles today is a different proposition from what it was five years ago. Many prospects know considerable about various makes of cars. And they want to be shown why they should buy one particular make car instead of any one of perhaps a half dozen other makes. For this reason, to quote the first page of the Manual itself, "the purchaser of today is asking questions—many of them. He wants to know more about the mechanical features and the 'why' of things. And he is entitled to every item of information before buying. Hudson wants him to have this information, for it realizes full well that the more its prospects know about the Super-Six, the greater will be their desire to own one. The story of Hudson manufacturing methods, Hudson service and Hudson long life well told, is something that will go far in assuring every prospective owner that in his purchase of a Super-Six he is buying 100 per cent value."

The combination of the salesman and the Manual will give the prospect the desired information. It likewise gives you an advantage over your competitor.

Double your sales force right away by ordering sufficient copies today. And utilize them every minute. Many are ordering two or more for every salesman.

Florida Super-Six Gets Radio Sent From North

DOWN in Jacksonville, Fla., A. M. Crabtree, owner of what is known about town as the "Million-Dollar Hudson," and Bob Guthrie, radio operator, have devised a radio receiving set they use on the former's Super-Six. The set is so strong that it is able to pick up concerts from a number of northern stations. The entire outfit is so designed that it can be taken down or put up in five minutes. When not in use, says F. H. Sides, of the Bacon Motors Co., Jacksonville distributors, all this radio equipment may be kept in the compartment at the back of this specially designed roadster.

RIGHT NOW IS TIME TO GET NEW DEALERS

**Hudson and Essex Growing
Fast; Plan Has Many
Advantages**

HUDSON and Essex are growing—fast.

Many new dealers, resident dealers and sub-dealers are being added to the Hudson and Essex organization. From June 1 to July 15, 293 new Hudson and 304 new Essex connections were established in the United States. On July 15 there were 1858 Hudson and 1941 Essex field organizations in the country. This is an increase of 564 Hudson and 609 Essex connections since November 30, 1921.

Right now is the time for the organization to unite as a whole in a drive for even greater representation. The plan to enlarge considerably the number of Hudson and Essex dealers, resident dealers and sub-dealers has many marked advantages for the entire organization and for its individual members. Its greatest is that it will make both Hudson and Essex cars easier to sell, since the more thoroughly Hudson and Essex cars are known and sold in any district always means easier future sales. Both lines proved their great value, endurance and dependability long ago, as the great numbers of "repeat" sales adequately proves.

One of the organizations to realize first the benefits that would accrue to it and its dealers through greater representation was the Hudson-Jones Automobile Company, distributors at Des Moines. Since March 15 it has added 137 new dealer connections and now has 200. One hundred and fifty of the 200 are connections with which this company had no previous business relations.

Writing on July 17, J. A. Peverill, manager of the company, states that "this large dealer organization has had the effect of keeping us more than satisfactorily oversold. We have more unfilled orders than at any time during the year and present indications are that this large dealer organization will take up most, if not all, of the slack in the mid-summer let-up in deliveries, carrying us through the year with unfilled orders."

The Hudson-Jones Automobile Company is well prepared for an exceptionally heavy late summer and fall business. So are its dealers. The whole organization under this distributor is increasing its total year's business because both lines are now quite thoroughly represented throughout Iowa and the Hudson-Essex story is thus kept before all motorists throughout the state. And distributor and dealer alike are building a solid foundation for the future.

The Hudson-Jones Automobile Company has been able to get good representatives because it started after them early. Several other organizations are also well situated in this regard.

It is certain that the co-ordinated and vigorous effort of the entire organization will redound to the benefit of every member of it and will make the Hudson-Essex franchise, always considered as the most desirable in the country, even more valuable to those so fortunate as to hold one.

SUPERSTITION WELL FOUNDED



Prince of India, Touring America on Stage, Won't Ride in Anything but Super-Sixes

SUPERSTITION in India often becomes actual fact in America, a country where rabbits' feet, pocket pieces and other milder forms of

good luck omens are about as far as most of us will indulge.

But Prince Allah Rajeh, the Indian mental wizard who is now visiting several of the larger cities on one of the vaudeville circuits, will, under no circumstances appear in public without his attendant, M. Rapska. Likewise, he will under no circumstances go on the street except in a Hudson Super-Six.

"It seems," says Carl Merkel, sales manager of the Chas. Schieff Motor Car Co., distributors at Cincinnati, where the Prince recently appeared, "that back yonder in the days before the Prince came to the United States, his family and friends in India owned nothing but Hudsons. Because of their general safety and good luck with the car, the Prince is opposed, wherever he stops in America, to ride in anything else because of this family superstition."

Of course, we in America regard this not as superstition but as actual fact.

The picture shows the Prince and M. Rapska in a Super-Six in front of the Lyric Theatre in Cincinnati. The Hudson was loaned to the Prince during his stay in that city by the distributing company.

Makes Sales by Giving Business Men a "Lift"

"I ALWAYS make it a point," said a successful middle western auto salesman, "to be riding up and down in the most congested business section of our city during the noon hour. My object in doing this is to be on hand so that I can pick up and give a ride to some prominent business man who is walking to the Chamber of Commerce or some other place for lunch. There are always plenty of business men who take the noon-time opportunity for stretching their legs, and as I make it my business to know all such men I seldom have any difficulty in picking up some man each noon. As the result of these little noon-hour rides I've made a number of sales which, otherwise, I'd probably never have made."—*Motor World*.

The truly effective Super-Six salesman is first of all the man who knows every detail of his car, and wherein it differs from other cars in the same class.

HELPING TO OUTWIT AUTOMOBILE THIEF

Special Identification Mark by Distributor Urged

AUTOMOBILE insurance concerns are urging dealers and distributors to place on all automobiles sold by them a special identification mark which could be referred to in case the car is stolen from its owner and other usual marks of identification—motor number, body number, etc.—are changed or obliterated. The thief, it is pointed out, would in most instances overlook such a marking, with the result that when the car was recovered this mark would show who in that locality sold it and thus make restoration to the owner a simpler matter.

There is no question that if the distributor particularly would adopt such a practice it would result in much good will being created for him among his owners in the event of the return of the car through his own special mark. Numerous instances of where this has actually occurred are reported by insurance companies.

He Uses Hudsons Only; Stand Very Hard Usage

SIX years' experience with Super-Sixes has convinced A. L. Brodhead, of Delaware Water Gap, Pa., that they are the best and most reliable cars on the market for the unusually hard service they receive in his sight-seeing touring service in the mountains of Monroe and Pike Counties. Mr. Brodhead now uses them exclusively, operating a fleet of six of them over five different scenic tours through this picturesque section. The Brittain Motor Car Company, dealers at East Stroudsburg, Pa., sold the cars.

"Hundreds of vacationists," says Mr. Brodhead, "are daily attesting the truth of the statement that seeing Monroe and Pike Counties in a Hudson Super-Six is the ideal way."

HERE IS A TIP THAT MAY HELP YOU IN SELLING

**Plan for Your Autumn and
Winter Business Now;
Watch Used Cars**

ONE automobile manufacturer in explaining the recent unprecedented demand for his company's cars reports that this is merely the result of persistent sales effort during the lean months of last winter. The statement goes on to say that the company's May and June sales were merely the closing of sales made two or more months before.

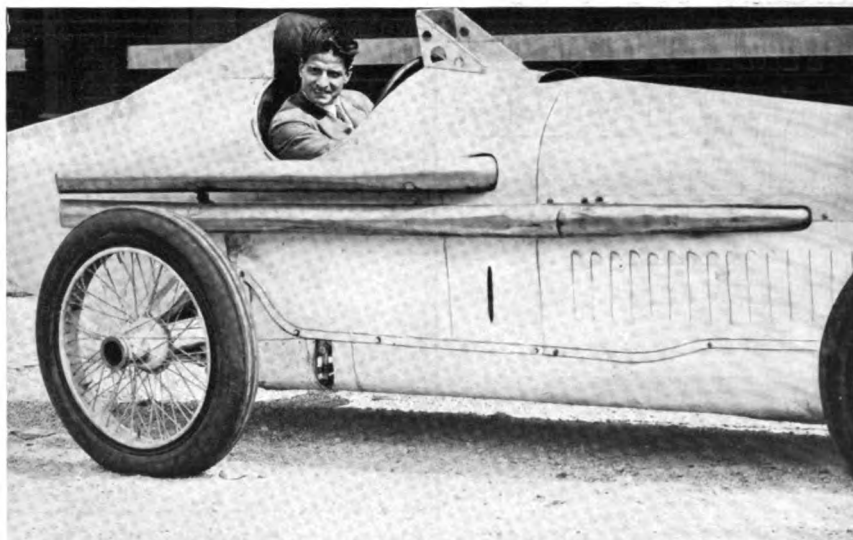
Hudson and Essex dealers and distributors can learn something from this timely suggestion. It is a proper application of the real theory of all advertising, and sales are a part of advertising or advertising is a part of sales, whichever subject you happen to have uppermost in your mind at the moment. The two are practically the same thing.

With sales still at high tide it would be interesting to find out, were it possible, the number of field organizations that are preparing in the most intelligent way for the fall and even the winter months; not a hit and miss preparation, but one based on as serious and as thorough a study of conditions surrounding you as it is possible for you to make, one which ascertains with as much certainty and as little guesswork as possible just where you will be able to make sales and where you won't perhaps be able to make sales, and why in each case.

Several automobile organizations are advising dealers to watch their trade-in allowance on used cars, pointing out to them that the man who offers at this time of the year more than the car will sell for in 30 days must either take a loss at once, store the car for several months, perhaps until spring, and then stand the chance of taking an even greater loss.

A period of easy sales, no matter what its other disadvantages may be, does one good thing, however. It is the best time in the world to build a reputation that will assist materially when buying conditions return to normal.

FAMOUS HUDSON RACE DRIVER



HERE is Frederico Serra Lima, one of the greatest drivers of Hudson racing cars in the world, at the wheel of one of those fast ones. Since 1917, when he began racing with Super-Sixes, his Hudsons have won 15 of the 17 races in which they have been entered. Last year he won one of the most important contests

of the season, the Rosario-Santa Fe-Rosario road race in Argentina without even being hard pressed. The other drivers were way behind when he finished. After being at the factory for several weeks, he recently returned to Argentina. He is with Buxton-Guilyan, of Buenos Aires, export distributors.

Super-Six Owner's Repair Cost During 8800-Mile Trip is \$7.50

TRANSCONTINENTAL trips by owners of Super-Sixes in which they report remarkable success with their cars are becoming quite the common thing during these days of long distance driving. The roads in the east and middle west have, of course, been in good condition at nearly all times for several years. Now the Rocky Mountain section main roads are being constantly improved, linking up the Atlantic and Pacific Coast in a series of highways on which owners are reporting most pleasant trips.

A friend of H. F. Haldeman, Hudson-Essex dealer in Pomona, California, recently returned to his home in California in a Super-Six which he came to the factory to obtain. From Detroit his trip took him to Cleveland, Buffalo,

Boston, New York, Philadelphia, Baltimore, Washington, Columbus, Indianapolis, Chicago, Omaha, Denver, Ogden, Yellowstone National Park, Butte, Spokane, Seattle, Portland, San Francisco and Los Angeles, where the trip of 8810 miles was completed about May 1. Four months were spent, much of the time in seeing the various points of interest along the route.

"When all conditions are considered," writes the friend to Mr. Haldeman, "I think the average of the merest fraction less than 15 miles to the gallon of gasoline given by our Hudson was most creditable. Through Iowa and Nebraska we traveled 251 miles in one day.

"Replacing a broken spring and bolts and getting a new fan belt cost \$7.50. We had the valves reground in Omaha. Aside from these items the car cost us not a nickel except for gas, oil and storage."

That is quite a record and yet reports frequently come to the factory of trips which only go to show that such an experience is being duplicated with slight variations by dozens of Hudson owners who are making long tours.

Owners of Super-Sixes over a period of years have come to take such records as this as something to be expected from their cars. Every so often they write to inquire if they "ever wear out." They no longer feel that it is unusual for a Hudson to out-perform other cars. Constant driving for thousands on thousands of miles has brought them to expect the Hudson to do this. And they look on it as something commonplace—something to be expected. And they find it day in and day out in their driving, whether from home to office or shopping, or whether it is from down near sea level up to 6000 feet above in one series after another of steep ascents, or in a tour across the country.

OLD AND NEW IN CALIFORNIA



THE H. O. HARRISON CO., distributors at San Francisco, recently received considerable publicity for themselves and Hudson cars for their stunt in getting a picture of the oldest and newest Hudsons in San Francisco. The old car is a 1909 model, still in use, and was the seventy-ninth car turned out by the Hudson Motor Car Company.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, SEPTEMBER 1, 1922

NUMBER 24

The Advantage You Have Today

WITH the beginning of the fall and winter buying season at hand, the advantage of the concern with a Hudson-Essex franchise becomes more tremendous every day. Good as they were before that time, for nearly a year Hudson and Essex closed cars have offered such outstanding values that the public, keenly appreciative, has continued buying them in ever increasing quantities. Spring closed car sales surpassed those of last winter. Summer purchases outdistanced spring's—this despite the generally accepted statement that summer is the off season for closed cars. And now, every indication is that fall sales of these models will exceed the record that has just been again set.

Hudson and Essex distributors and dealers have two overwhelming advantages today—the closed car lines and the testimony of nearly 25,000 new closed car owners this year that these cars stand out in a class by themselves. The leading automotive magazines and several daily newspapers, as well, point out that dealers and distributors with a good closed car line can expect from all indications a continuance of very good business this fall and winter. They point out the Hudson and Essex lines by name as being what the public will buy in great quantity. And they go so far as to add that Hudson and Essex have opened up a new market with their Coaches and Cabriolet that no other manufacturer can touch. And in the new Sedan, the organization has a car that in a quality and price comparison stands out absolutely alone.

Sales of Hudson and Essex closed cars this year have been more than three times greater than at any previous time in the company's history. Hudson closed car sales to September 1 are more than twice as large as for the same period in 1920, the largest hitherto, and four times larger than the corresponding period last year. Essex closed model increases are even more impressive. Sales to September 1 were six times those for the same period in 1920 and eight times those to September 1 last year.

All this year the public has demonstrated beyond doubt by its buying that its choice is the closed car, if it is properly priced. This fall and winter will furnish even stronger proof.

The field that Hudson and Essex salesmen have before them now is almost limitless. Practically every man who hasn't a closed car now wants one. Your principal job today is to find these prospects and explain clearly the outstanding value of Hudson and Essex closed models.

Have You Ordered Your Hudson Sales Manuals ?

UNIQUE INTRODUCTION OF SEDAN



Salesmen Greet it as New Member of the Family;
All Guess Above its Price

THE H. O. HARRISON CO., distributors at San Francisco, introduced the new Sedan to its sales organization in a unique way. The salesmen were notified to attend a special evening meeting at which a new member of the organization would be presented to them. This aroused considerable curiosity in their minds, as not one of them had any idea as to "who" this "new member" was. When the salesmen arrived, the Sedan was standing on the showroom floor with a car cover over it. At the proper time the cover was pulled off, revealing the new model.

After each salesman had an opportunity to inspect the car thoroughly, he was asked to write on a slip of paper what he thought should be its San Francisco price. These guesses were noted on the blackboard and, as shown above, averaged \$2900. The sales price is \$2595. Not one of the salesmen guessed as low as that figure.

The picture shows the presentation, the Harrison sales force and the guests.

OWNER LAUDS CAR AFTER LONG TRIP

Goes to Pacific and Return
From Memphis

R B. ARMOUR, formerly of Memphis but now of Havana, Cuba, recently returned to Memphis from an 8500-mile trip to the Pacific Coast and return in his Seven-Passenger Phaeton, with only the highest praise for the car. It "more than sustained the reputation the Hudson Motor Car Company has made in turning out the best medium priced car," Mr. Armour writes the Memphis Motor Car Company, distributors, where he purchased it.

"We had absolutely no trouble," he continues, "except having new brake lining put in at Los Angeles. The engine never laid down on us during the entire trip, which I consider remarkable when you take into consideration the roads we had to go over and grades we had to climb over the Sierras and Rockies. The tires with which the machine was equipped are in good condition still, and I expect them to be in use when I arrive home in Havana. All the cars I have had have been Hudsons, but the 1922 model is the best of them all."

Owner Makes Gasoline Go Long Way on Trip

GEORGE W. DeMOND, dealer at Somerville, N. J., says that one of his Hudson Coach owners recently made a 600-mile tour through New England, averaging 18½ miles per gallon of gasoline. Oil consumed was one pint.

Early in August Mr. DeMond entered a Hudson Speedster with himself as driver and four passengers against six other cars, all in the Hudson price class or higher, to see which car could climb a nearby hill in high gear the best. There wasn't much question as to superiority, for the Super-Six is the only car that did it.

Malcolm F. Gannett of Corning, N. Y., recently drove 454 miles in one day in a 1917 Super-Six Speedster, while on a tour to Washington, D. C. "Although the car was five years old," he writes, "it ran perfectly and had plenty of pep. In view of this performance I have made up my mind that my next car will be another Hudson."

Maine Dealer's Parade Exhibit Is the Feature Attention Getter

SOMETHING different, if the idea is worth anything, always "gets across" well. That's why the float of Fred E.



Peterson, Hudson-Essex dealer at Fort Fairfield, Me., caused more discussion during and after the July 4 parade this year than any other one thing in it. People couldn't make out how the float, as shown in the upper illustration, was able to move. The driver was completely concealed and there was nothing to indicate what under the Essex Phaeton was making the float go. Yet a glance at the lower view, which the public was allowed to see later, clears up everything. Hundreds of people came around to Mr. Peterson's service station after the parade to find out "how it was done," and the interest, well kept up even after the parade was ended, was considerable.

The Hudson which carried the load is an old model H, now used as Mr. Peterson's service truck, and has been driven more than 60,000 miles. This was impressed on the crowds which saw the exhibit again after the parade.

The Henley-Kimball Co., Boston distributors, expect Mr. Peterson to hang up some big selling records this fall. His territory is in Aroostock County, the biggest potato raising county in the world.

HIGH GASOLINE MILEAGE MADE IN ROAD TESTS

**Hudson Averages 19.77 Miles
in 619-Mile Run; Splen-
did Business Results**

E W. WILLIAMS, dealer at Bennington, Vt., recently completed a most accurate test of the new Super-Six motor to show what it will do under actual conditions of normal usage. The tests were conducted from July 21 to 30 throughout the territory surrounding Burlington, Vt., with that city as the base. When the test ended it was found that 619 miles of average northern Vermont roads had been traveled, all of them with a driver, a disinterested observer and from one to three other passengers in the car, at an average of 19.77 miles per gallon of gasoline. Oil consumed during the entire run was three pints and seven ounces. No adjustments were made and the car remained in perfect tune throughout.

Before the test started, all gasoline and oil were drained from the car. Six quarts of oil were then put in the crank case and the 'gas' tank filled full. Sufficient gasoline to fill the tank again, and carefully measured before the observers, was added after each trip.

Average northern Vermont roads, Mr. Williams writes, are sand, dirt and macadam, and there are numerous big hills. Due to summer road construction, considerable newly laid gravel was encountered. The percentage of good roads was small, he adds.

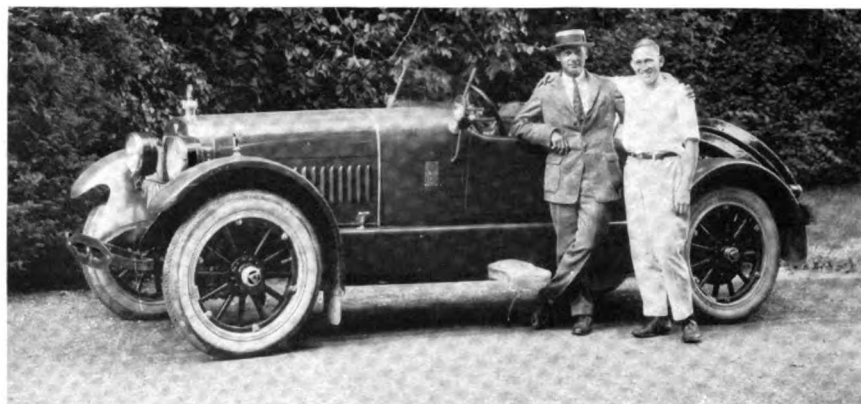
During the test, the Super-Six made five trips each day, starting from the Burlington Motor Sales, Inc., service station. Anyone who cared to make one of the trips, which lasted about an hour each, was invited. Trips were made at 9 and 11 a. m. and at 1, 3 and 5 p. m. Both gasoline and oil were bought from another service station to prove that the same gasoline and oil that the average motorist would buy were being used. Five different men drove. All were told to drive at average speed. Inasmuch as trips were made over a period of more than a week and at various hours of the day, traffic encountered was what would normally be found. All the main roads leading into and out of Burlington were traversed a number of times.

By advertising the test for several days in the newspapers before it started, the entire surrounding territory was cognizant of what was being done and interest created was considerable.

"The effect of the test was simply amazing," Mr. Williams writes. "It sold cars during the week and since then it has sold even more. For immediate effect, it outdid anything I have ever tried."

This method is a splendid one for getting before the public exactly what Hudson and Essex cars will do, and because of its success in the various parts of the country where it has been tried with the former Super-Six motor and with the Essex, and because of the dignified way in which it is done, we do not believe it can be beaten for real effectiveness. The performances Hudson and Essex cars have made, are making and will continue to make are, after all, their strongest selling points.

HUDSON—THE WONDER CAR



**This One, After 16 Months of Service, 40,000 Miles
and a Fire, Outclimbs all Competitors**

WHAT would you say about a car that

After being driven more than 16 months,

After having gone more than 40,000 miles and

After being partially destroyed by fire could climb hills faster than any other car of any price entered in a race against time?

We feel certain that both you and your customers would agree that such a car must be properly made, even down to the finest detail, of splendid construction and of such durability that the only question that might arise concerning it would be, "Does it ever wear out?"

Such a car is the Hudson Super-Six.

This record was made July 22 by the car

shown above, owned by C. C. Nuckols, dealer at Troy, N. Y., and driven by S. A. Adams. The picture shows Mr. Nuckols at the left. The Super-Six climbed the Menands Hill, an 18 per cent grade more than a half mile long, in 49 2/5 seconds, an average speed of nearly 40 miles an hour.

Mr. Nuckols sold this car in February 1921, as a Seven-Passenger Phaeton. For more than nine months thereafter it saw extremely hard service as a taxicab, being driven in that time more than 38,000 miles. Due to a leaky gas line and back fire in the muffler, the car caught fire. Mr. Nuckols then took it on a new Hudson he sold the owner.

In overhauling the car, new wheels, new radiator, new electrical equipment, where damaged by fire, and a new steering wheel were put on, and the special roadster body to meet the designs of Mr. Nuckols was added to the chassis.

Mr. Nuckols had driven the remodeled car more than 2000 miles up to the time of the hill climb, making a total of more than 40,000 miles it had gone at that time.

The car's performance in this test is a remarkable demonstration of the sturdiness of construction and correctness of design of the Hudson chassis, in that, after having withstood a severe fire and having seen 38,000 miles of hard taxicab service, it was able, with its original rear end, motor, springs, frame, etc., to out-perform every other car entered.

The time made, 49 2/5 seconds, from a standing start, was three seconds faster than that of any other car, and the car that did that cost more than \$2,000.00.

Mr. Adams' handling of the Super-Six was excellent. Starting in low, he made the shift to second about 50 feet from the starting line, and maintained this until he was going 45 miles an hour. Due to the crowding on to the course by spectators near the finish line, the driver was compelled to shut off power twice. Adams believes that had the course been clear the last 100 yards he could have cut five seconds off his time. He crossed the finish line at 55 miles an hour.

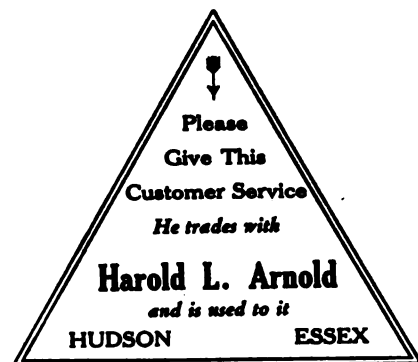
Five thousand people saw the Hudson win. Because of the interest aroused, the event will be made an annual affair. The Albany Automobile Club sponsored the contest and more than 35 cars were entered.

Phoenix is Advertising Service Through Mails

THIS is one kind of the latest service advertising that George H. Moriarty, manager of the Harold L. Arnold branch at Phoenix, Ariz., is doing. Mr. Arnold is the Los Angeles distributor, with terri-

RETURN IN FIVE DAYS TO
HAROLD L. ARNOLD
220 West Jefferson St.
PHOENIX, ARIZ.

Mr. Postmaster:—



tory in southern California and Arizona. The advertising is on the business envelopes the branch uses for correspondence with customers and prospects. Effective advertising of service will be found of great value by all who use it.

NEW SUPER-SIX MOTOR PLEASES CLEVELANDERS

Owners Tell of Great Flexibility, Ease of Handling and High Mileage

CLEVELAND, Ohio, owners of Super-Sixes with the new motor are well pleased with the splendid performances their cars are giving them. A number of well-known Clevelanders have recently written the Stuyvesant Motor Company, distributors there, highly praising the car. The following are excerpts from their letters:

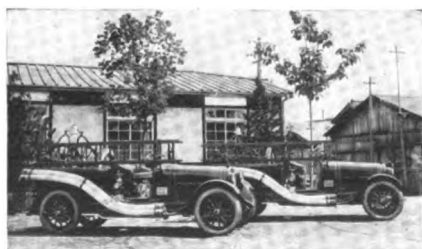
"This is my first Hudson car," writes E. W. Rose, of the E. W. Rose Company, manufacturers, "but by comparing this new Hudson Super-Six motor with the other cars that I have owned and the other six, eight and twelve cylinder cars that I have driven, I truly believe that this new motor is more flexible and will give a smoother performance than any other car with which I have ever had any experience. My wife is as much pleased with the car as myself. This car has wonderful pick-up and can climb any hill on high. Compared with other cars in price and point for point, I believe this new Hudson Coach is absolutely supreme in the motor market."

R. F. McIntosh, manager of the Cleveland Trust Company, writes: "I have owned a Hudson equipped with a new Super-Six motor since April 15. The car has been perfect in performance, has abundance of flexibility and is very easy to operate. The gasoline mileage is high. It is a pleasure to recommend the new Hudson Super-Six to anyone who takes pride in the ownership of a high class motor car."

Ethel Standiford Mehling, of the Standard Studio, 2258 Euclid avenue, is "so perfectly delighted with my new 1922 model Hudson that I want to write you about it. I have been driving cars for 13 years and feel that I really know a good car. I owned one of the first Super-Sixes which I drove for six years and liked it

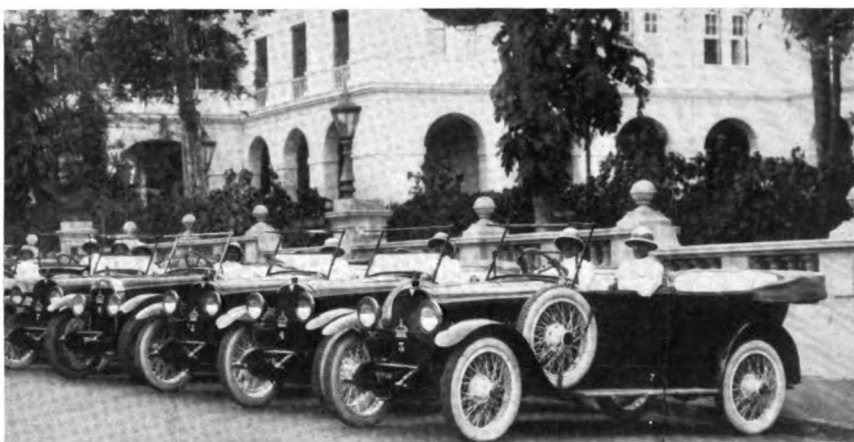
2 Hudson Fire Fighters Bought by Japanese City

WAGOYA CITY, Japan, had two new Hudson fire trucks delivered to it recently by the Japan Automobile Co., Ltd., distributors at Tokyo. The



pumps were designed and made by the distributing company, are of the gear type and will pump 350 gallons of water a minute while the Super-Six engine is turning over at 1200 r.p.m. Wagoya City has been desirous of obtaining modern fire protection for some time.

THEY ARE FIT FOR PRINCES



THIS is the fleet of Super-Sixes used by the Prince of Wales and staff during the royal visit to Ceylon last March. They were furnished by the Eastern Garage & Colombo Taxicab Company, Ltd., dealers at Colombo. Because of the splendid service given both by the

cars and by the dealer, a fine letter of appreciation was written the company by His Excellency Sir William Henry Manning, governor of Ceylon.

"I do not think," the governor wrote, "that a better turn-out could have been seen anywhere."

very much, but this new one is a wonder and it is a genuine pleasure to drive it. The flexibility of its motor is simply marvelous and its speed a delight."

"We have been driving our new Hudson about two months and are very much pleased with it," declares A. T. Fitch, of the Fitch Electric Company. "The motor hasn't been touched yet and I find it is much more flexible, easier to drive and uses less gasoline than any other car I have ever owned."

And M. L. Gormley, who bought a Coach recently, says that "this car is just a little bit the nicest of anything I have ever driven. I have had six cars in the last eight years, so this means something. It is very easily handled, the motor has absolutely no vibration, has a wonderful pick-up and withal is a very flexible car."

"On my return to Cleveland last Sunday," writes B. D. Shurtleff, "my Speedster registered 3470 miles. It had traveled only 829 miles before starting on the trip. Based on the theory that if the car would not stand up under a real test it was not the car I wanted, I was determined to give it a real 'work out' on this trip. Under varying road conditions, I put the car to a test which only a real car could withstand. Throughout the entire trip the car performed perfectly. It was unnecessary to make any adjustments or repairs. I am genuinely pleased with the car and am happy, indeed, to be able to write this letter as a testimonial to the durability and satisfaction giving qualities of the Hudson."

Diocese Presents Bishop With Super-Six Coach

BISHOP JOHN B. MORRIS, of the diocese of Little Rock, Ark., was recently presented with a Hudson Coach by the clergy and Catholic institutions of his diocese as a token of their esteem. Those in charge of raising the fund decided that the Super-Six was the best car within several hundred dollars of its price on the market. The Little Rock Motor Car Company, distributors, handled the sale. Bishop Morris had for some time wished to make a long automobile tour and shortly after left in the Coach for Philadelphia.

Botterill Gives New Car Good Cross Country Test

FRANK BOTTERILL, of the Botterill Automobile Company, distributors at Salt Lake City, drove the new Super-Six he recently obtained for his personal use from Buffalo to Salt Lake City, a distance of 2375 miles, at an average of 340 miles a day. He made 16½ miles per gallon of gasoline and reports that the car was running "much sweeter" on its arrival in Salt Lake than even when it was brand new. "This goes to prove," he writes, "just how thoroughly well made Hudson cars are."

The Botterill Automobile Company is the third oldest distributing organization among Hudson's 67 distributors, having been connected with Hudson since July, 1909.

New Corpus Christi Dealer Sells 6 Cars First Week

CORPUS CHRISTI, Texas, had been waiting for some time for a Hudson-Essex man to come to town and start selling cars. So when George F. Holden, salesman for the Crockett Automobile Co., San Antonio distributors, went down there as a dealer under the distributor's name, good business could be expected right from the start. He sold three Hudsons and three Essexes the very first week. has the best salesroom and service station



in the city and anticipates exceptionally heavy sales the remainder of the year. Nueces County, in which Corpus Christi is located, is the richest cotton producing county in the United States and a bumper crop is just being picked. The picture shows his building.

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, OCTOBER 2, 1922

NUMBER 25

George Sisler vs. 'Babe' Ruth Balanced Development vs. the Spectacular

GEORGE H. SISLER, the brilliant St. Louis American League first baseman, was the other day chosen by a committee of eight sports writers, one for each city in the circuit, as the American League's most valuable player. Out of a possible 64 votes, he received 59. His nearest competitor got but 31.

Sisler received this official award, perhaps the greatest tribute ever given him, over a man who, for three years, has been the most sensational player in baseball's history. We refer to 'Babe' Ruth, the New York slugger, the home run king.

Sisler, the thoroughly dependable and quietly efficient, got 59 votes. Ruth, the spectacular, got *none*. What is more, 29 American League players were given votes, among them five of the Yanks, which proves that experts believe that spectacular features are of considerably less value than consistently good performance.

Applied to automobiles what does this mean? In principle, exactly the same thing.

Do Owners Want Individual Attraction Or Balanced Development?

From the sales standpoint it is the individual attraction versus all-around, balanced development. It is known that experienced engineers can design a motor car to bring out any one particular feature of performance or appearance they desire. This might be hill climbing, speed, motor smoothness, economy or any other similar feature. But this must be at the expense of an all-around, balanced development.

It is this all-around, balanced development that Hudson-Essex engineers have striven for and accomplished. That is what owners want whether they realize it or not, and it is up to the salesman to sell Hudson and Essex as a complete proposition.

Value should be judged as a whole. Prospects, of course, have individual opinions on various features, but it should be remembered that every motor car is a combination of features and the prospect must judge not individual features, but one of these combinations, before he can consider his purchase as a complete investment.

Owners Must Pay For Accessories; What Do They Really Want?

Appointments or accessories should be considered on the basis of utility. It should always be remembered that a purchaser *buys* these accessories, so from the manufacturer's standpoint and from the standpoint of sales appeal, only those accessories should be included which *nearly all* purchasers desire. The choice, then, narrows down to units which really *aid* the operation of the car and are an integral part of it.

Other accessories than these, even when meritorious, should be purchased individually by those buyers who desire them—not imposed on those who would rather invest the money otherwise, or save it.

Hudson and Essex cars follow out this policy and are priced so favorably that the buyer can purchase extras which he may desire and yet hold his entire investment to a minimum sum.

Thus Hudson and Essex give maximum transportation value at minimum cost, and the value they give is all-around, balanced development, whether it is in performance or appearance.

The buying public every day decides whether it prefers the spectacular to the dependable in motor cars. And its attitude toward the two types reflects very accurately that of the sports experts toward Sisler and Ruth.

The spectacular momentarily catches the eye, but the dependable is of far greater value.

Your own sales and satisfied owners prove this.

A PLAN THAT MAKES SALES AND PROSPECTS

4 Sales and Many Prospects Obtained in Service De- partment in 2 Weeks

A FEW distributors and large dealers have from time to time stationed a salesman in their service department and found that the plan works well. But the big majority have not been doing so.

Here is an instance of just how the plan has worked out with the H. O. Harrison Co., distributors at San Francisco. Under date of September 18, Roy B. Alexander, the Harrison retail sales manager, writes:

"We have, for the past two weeks, been maintaining a salesman in our service department. We have a regular floor detail, the same as we use in our new car department, except that instead of having two men on duty at all times we have but one. In two weeks we have sold four cars which are positively traceable to this source, this undoubtedly being business which we would not have obtained in any other way. In addition to these four sales, we have been obtaining four or five good prospects every day, which will surely result in further business.

"When we first told our salesmen of this plan they were not enthusiastically in favor of it, so we said that we would put this scheme on trial for two weeks, give it a fair chance and if it did not prove productive in that time we would discontinue it. This morning at our sales meeting I asked the salesmen whether they thought the plan should be continued, and they were unanimously in favor of doing so.

"In addition to securing added business, we are certain that it is going to be very helpful to the sales department to have someone on duty on the service floor, for the reason that the salesmen will get a better idea of the service problem and will become better acquainted with the men in that department and more in sympathy with them."

In addition to the good points raised by Mr. Alexander, another thought arises. Keeping salesmen in the service department and rotating them frequently means that eventually every salesman will re-establish his contact with nearly every owner to whom he has sold a car, a very valuable merchandising benefit and one that builds good will and adds to the number of live prospects.

Here are two opinions on the Working-from-the-Inside-Out plan:

I. L. McCalister, writing for William Morriss, distributor at Dallas—"We are most enthusiastic over it and believe these cards will not only bring owners to the proper place for service, but that they will greatly stimulate sales. We have been conducting a somewhat similar plan through our service department and the results have been most gratifying."

F. S. Cloud, sales manager of the Crandall Motor Car Co., dealers at Oak Park, Ill., says—"This plan seems to us to be the best proposition that has been put before the Hudson-Essex organization for a long time and are pleased to have the opportunity to help it along."

ATMOSPHERE HELPS SELL CARS



*Hudson Coach with
San Francisco Bay
and Golden Gate as a
background.*



*Super-Six Sedan
taken in front of a
prospect's home.*



*Hudson Sedan with
attractive scene near
Detroit as a back-
ground.*

Several Distributors and Dealers Using Pictures; Find They Assist With Both Men and Women

DO you realize that by placing a car in attractive surroundings, taking pictures of it and then showing these pictures to prospects that they will assist you to sell automobiles? Three attractive backgrounds are shown here.

Wouldn't these pictures, if you were a prospect, make you want to own one of these Hudsons?

Several distributors and dealers are selling cars through the picture method. It is particularly effective, they say, to show the prospect a picture of the model in which he is interested taken in front of his home. The Hudson Sales Company, dealer at Wichita, Kans., is one concern utilizing this idea to advantage. The picture showing the Super-Six Sedan in front of a prospect's home is one taken by that company.

"The owner of this residence," says J. I. Storm, of the Wichita company, "is now driving an Essex Cabriolet. We have been endeavoring to sell him a Hudson Sedan as well. We find where we use the residence as a background that it assists considerably in selling the car. It often serves as the impetus necessary to decide the sale.

"The women in the family always have given considerable thought to how a particular car would look in front of or on the

side drive of their home. And you would be surprised how much it impresses the men. Along with Hudson performance, durability and long life, the picture brings home to them the realization that the Hudson is a car that adds to the attractiveness of the home. And while many of them may have known this before in an indefinite way, the fact was never pointed out to them in such a manner as to make a real impression on their minds."

The Coach picture shows the Golden Gate in the background. It was taken for the H. O. Harrison Co., distributors for the San Francisco territory. The third was taken outside Detroit.

Pictures such as these stress the phrase "pride of ownership." They are advantageous from the sales, advertising and good will standpoints.

H. A. Testard, distributor at New Orleans—"I feel sure that these cards are going to be good prospect getters and should help sales and service. You can depend on our full co-operation as same is bound to help our salesmen obtain personal interviews."

R. C. Frampton, president of the Hudson-Frampton Motor Car Co., distributors at St. Louis, says—"We believe this plan is good stuff and if properly followed through will develop business. We assure you that we will follow it through."

Inside-Out Plan Highly Endorsed

Dealers and Distributors Both Enthusiastically For It; Promise to Follow it Through

Hundreds Praise Idea as Sure Business Getter

CARDS for the Working-from-the-Inside-Out plan are now being printed.

The enthusiastic and quick response from practically every distributor and scores of dealers to this plan, as outlined in letters and printed matter sent out September 13 and 14, has convinced the factory that the plan is heartily endorsed, and what is most important of all—the signed promise that the plan will be thoroughly carried through.

Proof of the enthusiasm is the hundreds of letters from all sections of the country already received.

Typical comments are:

R. V. Law, distributor at Indianapolis—"We look upon this plan as one of the biggest helps our factory has ever offered. It will be very easy to carry out the plan, which is of prime consideration, and it unquestionably will bring results."

Robert W. Powers, distributor at Providence—"I am heartily in accord with it. I think it a wonderful idea and will be very sure to see that every one of my 1300 customers receive it."

E. S. Worthington, of the Bobst Motor Co., dealers at Tulsa, Okla.—"We believe this about the most effective method of not only keeping in touch with our owners but of securing from them new car prospects."

G. P. Weeks, of the Eddie Bald Motor Car Co., distributors at Pittsburgh—"We are very enthusiastic over this plan. We realize, however, that it will be of no advantage whatsoever if not followed out completely and accurately. If carried

"I HAVE had my Hudson eight months now and since the day I bought it have never come into any contact with the salesman who sold me the car," an owner, who was at the factory the other day, declared. "No one connected with the company from which I bought has ever sent me a letter, a card or called me on the phone or on me in person. On the other hand, I have received literature and personal calls from eight dealers handling other lines."

This owner was not complaining. He was simply making a matter-of-fact statement. But his words well illustrate a regrettable situation, and are an apt illustration of the old, old saying: "The grass always looks greener on the other side of the road."

out as proposed it will undoubtedly materially assist in obtaining new prospects, as we agree that present owners are the source of fully 50 per cent of new car sales. It will also help us to secure repeat orders from present owners."

A. H. Moore, manager of the Wick Avenue Motor Co., dealers at Youngstown, O., says—"We believe that your contemplated owners' list campaign should prove to be a very effective means of getting in touch with new prospects. Any plan which has a tendency to convince the owner of an automobile that both the factory and the local dealer are interested in his car cannot help but have beneficial results."

It is important that every one of those who have not as yet ordered their cards and given their opinion of this plan, as urged in the printed broadside, do so at once. Deliveries of cards to the hundreds who have already ordered them will be started shortly, which means that the first cards will be reaching owners soon. Those who allow further time to elapse before definitely deciding must wait for deliveries of the cards until after the earlier applications have been filled.

Properly handled, we believe the plan is certain to be a success. *It is a direct hit in the largest field of prospects, will promote good will, add to service business and can be definitely checked as to results.*

It entitles the salesman to an audience with owners, where, if the interviews are properly handled, the salesman can secure numerous *real prospects* through the good will created. If you get from every owner a resale or one prospect a year who actually buys, it means that within the next 12 months your new car sales will be equal to the number of all your present owners.

The plan needs your *consistent co-operation* to achieve its utmost results.

1912 HUDSON STILL PERFORMING WELL

Used on Railroad, it Has Gone 150,000 Miles

A STANDARD 1912 Model 33 Hudson, except for its wheels, part of its axle and wheel bearings, is after 10 years and probably more than 150,000 miles of service, continuing to give a splendid account of itself. Today, ten years after it was produced, it is worth far more to its owner than it cost.

John T. Cochrane, president of the Alabama, Tennessee & Northern Railroad, tells about this car, which, mounted on flanged wheels, has been used 110,000 miles in railroad inspection service, in a letter to the West-Barnes Motor Co., distributors at Mobile, Ala. He says in part:

"We have used this car for about 6½ years. It had seen a lot of service before we bought it, in fact we paid only \$200 for it as a second hand car. It has a wonderful engine in it, with which we have never had any trouble. The car is very economical to operate. We get about 20 miles to the gallon of gasoline and 175 miles on a quart of oil. I would not be without it for many times its cost."

Farmer's Boy, Jug of Water, Help in Selling the Farmer

EVER hear of a farmer's boy and a jug of water selling automobiles? They're doing it for a dealer in Illinois. And if you're having trouble selling your farm prospects because you can't get to see them (too busy harvesting and marketing their crops to talk automobiles just now) here's this dealer's idea.

He hired a farmer boy who could operate almost any farm implement and took him along to call on his farm prospects, together with a jug of cool water. He offered the boy's services free to the farmer and extended him an invitation to ride and cool off. The result has been that the farmer in almost every instance has been in a receptive mood, ready to give his undivided attention to his ride and the dealer. Of course, several orders have resulted.

Just a little brain work is solving a problem that makes its appearance every harvest season.

ROCHESTER SAYS THIS ABOUT PLAN

Helpful to Sales, Service and Owners—Alling

E. M. Alling, president of Alling & Miles, distributors at Rochester, N. Y., commenting on the Working-from-the-Inside-Out plan, says:

"The good points of this proposition are:

"It impresses the owner with the fact that we are trying to conserve his interests.

"It serves to bring Hudson and Essex cars to the proper place for service.

"Prospects would be obtained from the most logical source.

"It provides a systematic working plan for salesmen and dealers—something that is most important.

"We recollect very clearly our experience last year when we mailed out our letter on anti-freeze. Again, the letter regarding Noble polish. Both of these were productive of sales and gave our users the impression that we had their best interests at heart.

"You cannot get these cards out too quickly to suit us."

UTICA RESIDENT DEALERS HAVE SOLD 25 CARS

One Man Sells 7 in First Two Months; Augurs Well for Future

UP to September 15, the resident dealers in the territory of the Mohawk Valley Motors, Inc., distributors at Utica, N. Y., had sold 25 Hudson and Essex cars. The first one was signed up less than three months before. For the most part these resident dealers are men without previous experience in selling automobiles. They are located in villages of from 200 to 2000, with the majority of them in places containing only 300 to 500 inhabitants.

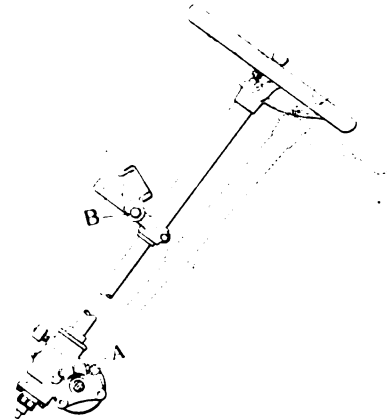
Dan Holdridge, a retired farmer of Edmeston, N. Y., sold seven Hudson and Essex cars in his first two months. He heads the list. Edmeston has 800 people.

"Some of these men do not even own their own cars as yet," declares J. L. Dandy, president of the distributing company, "Yet, the remarkable start they have made only serves to indicate what can be expected when they know the automobile business better.

"The secret of the plan's success is certain to be in keeping closely in touch with these new resident dealers. We visit every one of them every three weeks."

Important Service Department

Adjusting Steering Wheel to Fit the Driver is Simple



THE steering wheels on both Hudson and Essex cars, all models, can be adjusted to suit the individual driver. The procedure is very simple.

After loosening clamp bolt A, remove cowl bracket bolt B, adjust wheel to desired height, replace cowl bracket bolt B and tighten clamp bolt A.

The ignition and throttle rods at the lower end of the steering wheel should be adjusted if necessary.

JAPAN HOTEL OWNS 45 HUDSONS



THIS picture, taken in front of the Fujiya Hotel, at the famous resort of Myanoshita, in Japan, shows part of the fleet of 45 Hudson cars that this hostelry operates. During the years that this fleet has been in operation, the continued splendid performances that the Hudsons have given have caused them to become an outstanding car throughout Japan.

The cars were bought through the Japan Automobile Co., of Tokio, distributors, which has sold an even larger number of cars to the Imperial Japanese Government.

Myanoshita is located in a mountainous section, which has given these cars plenty of opportunity to add to their enviable reputation as hill climbers.

HUDSON-ESSEX ARE DOUBLE WINNERS

Each is Easy Victor at Hill Climb Near Syracuse

HUDSON and Essex cars again proved their superiority near Syracuse last month, each car winning its event for cars in its class in the Brinkerhoff Hill Climb. The hill is 1.4 miles long, has a minimum grade of 2.4 per cent, maximum of 10 and average of 6.7.

The Super-Six easily beat eight other cars in its cubic inch displacement class, making the climb in 1:37 2/5. The second car was more than 16 seconds behind.

The Essex victory was even more impressive, for the two Essex entered finished first and second, the first in 1:47 4/5 and the other in 1:50 2/5. The third of the five cars entered was 13 seconds behind the second Essex.

In the closing event, open to all automobiles made, the Super-Six was second only to a specially constructed car of considerably higher price.

Dave Lewis, of the factory, former racing star, drove both Hudson and Essex winners. Frank G. Revoir, president of Revoir Motors, distributors in Syracuse, was awarded the Syracuse Herald silver loving cup because of the victories his cars made. "The Hudson made remarkable time over the hill and proved without a doubt its ability as a hill climber," comments this paper.

E. H. Bacon, president of the Bacon Motors Co., distributors at Jacksonville, Fla., says about the plan—"It seems to us that you have hit on an idea which is going to be of great value to us in systematizing our salesmen's work and producing a list of live new prospects."

Golden Rule is Used Car Policy of Tom Botterill

THE following sign is prominently displayed in the used car department of Tom Botterill, Inc., distributor at Denver:

MY USED CAR POLICY

is very simple and very easy to understand. If anything goes wrong with the car you buy here, we will ask you to tell us all the circumstances and then we will do unto you exactly as we would want you to do unto us under the same conditions. Just the plain old "Golden Rule"—3000 years old but still the fairest business policy the world has ever found!

Tom Botterill

Was There Anyone in Town Who Didn't See This Ad?



WHEN a circus came to Milford, Mass., a short time ago, J. H. Perkins, Hudson-Essex dealer there, hired two elephants to advertise his cars. The above picture shows his Hudson ad. For his Essex ad, also placed on the elephant's back, he said: "This elephant cost \$5000; an Essex costs \$1095. Why buy an elephant?"

The Hudson Triangle

VOLUME X

DETROIT, MICHIGAN, NOVEMBER 1, 1922

NUMBER 26

The Coach Value Remains Unequaled

Tell the Hudson-Essex Story Well—Make the Most of the Greatest Opportunity Offered by Any Motor Car Company

SALESMANSHIP is the every day kind of battle. And its success depends entirely upon the faith of the salesman in his product. Remember how enthusiastic you were when the Coach was introduced a year ago? You had the field alone. There was no competition. It was the only closed car of its price class. But three closed cars, and they on the very cheapest chasses, sold at as low a figure as the Essex Coach. Then it was all right to say "closed car advantages at open car price." That was the only talk you required. You had the whole field of buyers of open automobiles before you.

Until Essex brought out the Coach there was no closed car at a moderate price on a first-rate chassis. The success with which that car took the country naturally invited competition. And today we have many closed cars on the market that are selling at about the Essex or Hudson price.

But their manufacturers have not followed the principle which accounts for the Coach. They are selling bodies and fittings rather than car performance.

There may be times when a salesman says to himself, "If the factory will only 'doll' up this job some—put in dome lights and silk curtains, add a trunk on the rear, put brass guard rails on the body, etc.—my what a business we could do!"

But those things cost money. If they are added to a car their cost must be added either by increasing the list price or by reducing the quality of the more important unit—the motor itself.

Note the kind of advertising we are doing. Let that be the text of your sales talk. If you are not convinced, wholly so, of the superior value of the car you sell, then by all means take out a Hudson or Essex Coach that has had six months' service. You will see how it has stood

up—you will note its good condition. You know that it has provided every essential utility to closed car comfort and you know it has superior car performance and real reliability. Add to that the knowledge you have of the character of present production, how infinitely better it is than that of the earlier models, how much smoother its operation. The development has been mechanical. For the Coach has proved itself all that one could want in comfort, in utility, in the enduring qualities. It has eliminated non-essentials.

If your prospect can be made to realize that the car he buys today is still going to be an automobile after a year's service and long after the splendor of the vanity cases has worn off, and the cigar lighters won't light, and the clock won't run, and the trunk has not been used, then he will appreciate the greater value you offer in both Coaches. For smoothness, for sheer delight of driving, for absolute freedom from annoyance and mechanical concern, they stand out as exceptional automobiles.

Get this faith in your mind and there is no competition.

The Coach knows no limited season. With it in your line, winter does not force you to idleness. Your income can be maintained, for it is an all-year-round car.

The Cabriolet makes a twelve months' business of a model which, when in the roadster line, was really a four months' business.

Salesmen have only time at their disposal. Their harvest is any day. They profit only by the sales they make. And if the week slips by without a sale made it is an opportunity forever lost.

Make the most of the greatest opportunity offered by any motor car company.

HAVE you noticed how aggressively the recent advertising goes into value, and into details of construction?

Tie up your selling with this advertising. Talk the thorough construction of Hudson and Essex, and how this construction means money in the owners' pockets.

Now, to talk construction you must know construction. And to be most effective you must 'get over' your points clearly and convincingly to your prospects. The most thorough books on Hudson and Essex construction, from a sales standpoint, are the two Sales Manuals. They tell the vital, hidden value of both cars.

Every distributor and dealer needs at least one of each for every member of his sales staff.

MORE BUSINESS IN SHOP MEANS BIGGER PROFITS

**A. E. A. Book Urges Canvass
of Owners, Suggesting
What They Need**

(This is the first of a series of articles on greater shop profits which will be run in the TRIANGLE and TOPICS. This article is from the book Shop Profits, recently issued by the Automotive Equipment Association and written by Ray W. Sherman, its merchandising director. It is entitled "Get More Business into the Shop and More Profit Can Be Got Out of the Shop.")

IF it costs \$100 a month to pay the rent, light, heat, salary and overhead bills of a shop and if the gross profit on the jobs in a month is \$100 the shop doesn't make any money. To make money the dealer must do one of two things. He must increase his gross profit on each job or he must get more jobs.

The answer to real profits in business is *more jobs* rather than longer profits. That's the way the largest car company makes its money—by selling more cars at smaller profit instead of more profit on fewer cars.

Of course, the gross profit—which is the difference between the cost of the product and the sales price—must be such as will bring some net profit—or money to put in the bank—but it can't be too great or the goods can't be sold. It should be fair to the man who pays for the goods.

With a fair gross profit, the way to get net profit, or money to put in the bank, is to get more business.

How can more business be got into a shop? Several ways.

In order to begin at once to get more business into the shop, and without waiting to build up a real system for doing so, the dealer can start right *now* and begin doing the work within a few hours.

The way to begin is to begin. So—let's begin—here's how: Think of some car owner whose car you know ought to be fixed. Call him up, or go see him, and suggest that he have the work done at once, as you have time now and can give him prompt service. *If you don't get the first man try another.* You won't get 'em all. No one ever does. But you'll get *some* and the *some* will bring some more profit.

THE factory is desirous of obtaining full information regarding the closed car shows to be held in the various cities. Special advertising for closed car shows has been prepared and will be sent to all dealers and distributors desiring it.

Use this method to get all the additional work you need to keep your shop working at capacity, providing it isn't, and then lay out some sort of plan along these lines:

1—Buy some 3x5 cards and a small drawer. Get about 100 cards for a starter.

2—Put on these cards the names of car owners whose business you want to get. Put down the man's name—properly spelled—address, make of car, yearly model and anything else of consequence.

DEFEAT EVERY STOCK CAR



Hudson and Essex Win Overwhelming Victory in Hill Climbs Near Utica

HUDSON and ESSEX cars achieved an overwhelming victory in the recent hill climb near Utica, N. Y., defeating every stock car entered regardless of size or piston displacement. Out of a possible four

first places in stock events, Hudson and Essex cars won four, and out of a possible five second places they won five.

The only car to win out over the Super-Six and the Essex was a car specially built for hill climbing.

Here is an indication as to just how sweeping the Hudson-Essex victory was. A Super-Six Coach was entered in the fourth and fifth events—the fourth being for closed cars only and the fifth for all stock cars from a standing start. The Coach easily won the fourth event by six seconds in 50 3-5 seconds, and in that event set a faster time than any other

3—Call on these men in person or by telephone, or write a letter, with a story along these lines:

"How is your car running?"

"Use of a car always causes little things to come up that need attention, and unless they are serious, they are sometimes let go.

"Right now we are in position to take care of some extra work in our shop and would like to put your car in A-1 condition.

"Anything in the nature of consultation will not obligate you or cost you anything.

"It pays to fix little troubles before they get big—and that's our specialty."

Let that be the basis for your work of *selling service*.

4—On the 3x5 cards keep a record of what you do for each car owner. Keep track of his needs. Solicit his oil business every so often, for a change of oil. When cold weather comes suggest cold weather necessities. When it looks like rain phone him, if he has no chains. Note down each time you call on him, phone him or write him, and see him as often as you can without becoming a nuisance. You won't be a nuisance if you have some message of real service each time.

5—Whenever a car comes in for repairs have some one talk with the owner. Make a written order for the job, and if it needs something not written down get in touch with him before you do unordered work.

6—Watch license numbers of cars that pass your place frequently and put their owners in your card record.

7—Watch new car sales reports, license reports and every other listing you can find for new names to put in your card record. Make this record the basis of your service selling work.

8—List on these cards the items of equipment the man has not. Solicit him occasionally to buy these items. Check them off as he buys them.

9—Scan carefully every car that comes to your shop or pump for anything. If you detect needed repairs suggest them to the owner.

10—Keep in close touch with a good list of car owners and you'll find drifting your way a lot of work you never expected.

Important—Make sure the man who comes in contact with all the people who come to you is a nice man with some conception of selling. If it's a small place the proprietor may well do this himself. It's important.

Kansas City to Follow Inside-Out Plan Closely

THE Hudson-Brace Motor Company, distributor at Kansas City, believes the Working-from-the-Inside-Out plan is so important that its territory salesmen are to be required to make regular reports on how the dealers in the Kansas City territory are handling it.

"These salesmen have a space in their dealer report which makes it absolutely necessary to check up on the campaign and do everything they can to promote it successfully in this territory," says Hal Brace.

The report also asks whether the dealer is using the Hudson and Essex Sales Manuals.

Up to October 29, 125,000 sets of the Inside-Out cards had been ordered. Those who have not yet identified themselves with the plan still have opportunity to do so.

stock car, open or closed, except Hudson or Essex, was able to make all afternoon. In the fifth event it led nine other makes of open models to the top and was beaten only by Hudson and Essex open cars!

Cars making the climb were entered by the Mohawk Valley Motors, Inc., distributors at Utica, and by two private Hudson and Essex owners, each of whom won a first place. Fred R. Thomas, of Binghamton, owner of the private Essex, also won the Vickerman hill climb at Utica last year and more recently one at Syracuse with his 1920 model. Mr. Thomas says "there is no car on four wheels that can touch an Essex at anywhere near its price."

The picture above shows the Mohawk Valley Motors fleet before the race. J. L. Dandy, its president, is at the extreme right. Frank G. Revor, of Revor Motors, Inc., distributors at Syracuse, is third from the left.

The Buying Public Prefers Basic Value

Hudson-Brace Educational Exhibit Proves It; Tying Up Factory Advertising With Vivid Explanation of Chassis, Coach Body and Operating Parts Results in 75 Sales the First Ten Days

SOME time ago the National Automobile Chamber of Commerce conducted a survey among many thousands of motor car owners. The survey showed that *only five per cent* of automobile purchasers are influenced by special appointments and accessories—a tribute to the good common sense of most motor car buyers.

Nineteen out of every 20 automobile purchasers are buying as much *basic value* as they can for the money. *This is the basis of the Hudson-Essex policy. And this is what the Hudson Motor Car Company is offering every prospect.*

The present newspaper and national advertising campaign is outlining this policy in a most effective manner.

Following out the story told in the advertising and assisted by some additional factory copy, the Hudson-Brace Motor Company, distributor at Kansas City, has told and is still telling the automobile buying public in its territory in a most effective way the values that Hudson and Essex purchasers receive.

The result has been the sale of 75 Hudson and Essex cars from the Hudson-Brace sales floor from October 15 to 25. Twenty-five of these were sold at retail and 50 more at wholesale. The Hudson-Brace Company, assisted by the advertising, by a stripped Coach body and a chassis, and by a display of the individual parts that go into Hudson and Essex cars, is bringing out the story the factory believes should be brought out in a *convincing fashion*. And the big boost in sales is ample proof that the buying public, when the Hudson-Essex policy is fully explained to it, *realizes* the splendid quality and value offered by purchasing.

Every day since the exhibit opened the company's salesroom has been thronged with people, both prospects and owners. Though it has been immediate sales that the company and its dealers have, of course, striven for, all owners have been heartily welcomed. Their enthusiasm, when Hudson-Essex construction methods have been explained to them from the stripped chassis, partially completed Coach body and parts group shown, has been such that they have freely given the names of other prospects otherwise impossible to reach, which have considerably boosted sales. *Kansas City has proved beyond doubt that satisfied owners make the best salesmen.* In fact, Hal Brace states that the outstanding feature of the exhibit has been the interest of present owners and their willingness and enthusiasm to tell others to see the exhibit.

The exhibit is to continue until after November 1 in Kansas City, after which the distributor will assist its dealers to bring out the story throughout their own districts by a similar exhibit.

No small part of the exhibit's

convincing success is due to the thorough preparations the distributor made. Several days before the opening date of the exhibit the plan was outlined in a letter to all dealers, and associate and resident dealers. The letter added that the dealer should send the distributor a list of all his prospects, that the prospects could be sent post cards during the exhibit telling them why they should come to see it. The letter also urged the dealer to come to Kansas City himself during the exhibit and bring several of his prospects to the distributor's salesroom with him.

By means of follow-up letters both before the exhibit opened and since, the entire dealer organization was on its toes at the start and has been a vital factor in the big success ever since. "If it is not possible to do this (get prospects' orders) in your own city," reads part of one of these letters to dealers, "bring them to Kansas City and we feel quite sure that a little time spent in our salesroom viewing the various convincing displays will enable you to get their order."

The distributing company took care to see that all its salesmen were properly

equipped to explain clearly and convincingly the factory ideas.

In addition to sending out cards to all prospects, and heavy newspaper advertising, interest has been aroused in another way. Many prospects and numerous owners were given telephone invitations also. These calls made it a personal invitation, a factor of considerable value. Dozens invited in this way came and brought others.

Though the overturned Coach and the partially completed body have been the centers of attraction for owners and prospects, *some of the most effective selling talk has been around the parts display.* To begin with, the sign "What You Pay For," is a tremendously effective way of displaying these parts. "Reasons why" Hudson and Essex cars do not carry certain equipment put on other cars—vanity cases, trunks, cigar lighters, clocks, etc.—are here explained. The sign helps keep the prospect's mind riveted on the main theme, "What You Pay For," while it is explained to him that the equipment he gets with a Hudson or Essex is something that every owner needs and nothing that does not give 100 per cent value.

The stripped Coach body shows vividly its sturdy construction and the long life it is built to stand.

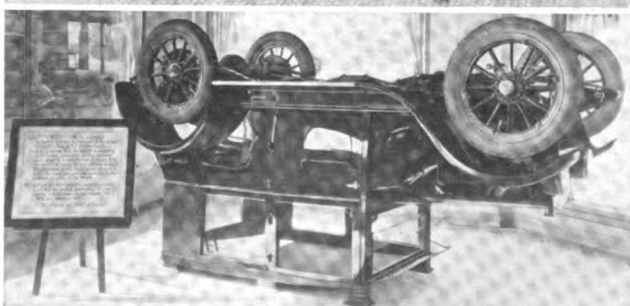
In addition to the 75 sales made in the first ten days, considerably more than 100 real live prospects were uncovered during the same period.

"The exhibit has been all that we expected, and more too," declares William J. Brace, of the distributing company. "The Coach body turned upside down and also the stripped body the factory furnished are attracting a lot of attention and owners seem to be just as much interested in them as prospects we are about to close.

"We now see wonderful possibilities in sending the Coach body over our entire territory, to be used in conjunction with the regular Coach turned upside down on the dealers' sales floors. The smaller the town, the more attention an exhibit of this sort will attract, and we would like to have you release to us indefinitely this Coach body."

Regarding the overturned Coach, salesmen were carefully instructed in methods of explaining how the overturned job clearly demonstrated the strength of body construction. For purposes of demonstration an Essex Coach was overturned. The standard at the side of the overturned Coach read: "This demonstration is intended primarily to prove the strength and sturdiness of construction of the Essex Coach. Second, it shows that the weight is properly distributed, insuring perfect balance and smooth travel. Further, it proves that the weight of nearly one and a half tons will not disturb the alignment of the Coach top nor

(Continued on page four)



These scenes are what proved so effective in selling 75 Hudson and Essex cars the first ten days of the Hudson-Brace Educational Exhibit. Top—Parts display with the chassis and stripped Coach body at the left. Center—Close-up of the stripped Coach body, showing its sturdy construction. Bottom—Overturned Essex Coach.

ADDS HUNDREDS OF PROSPECTS HE NEVER KNEW

Botterill, Preparing for Inside-Out Plan, Unearths Hidden Potentialities

TOM BOTTERILL of Denver comes pretty close to knowing his sales field and list of owners. If any Hudson-Essex distributor, or dealer, systematically follows up the wily prospects, Tom Botterill is he. That's what puts the punch in the fact that in a recent check up Botterill found *several hundred* Hudson and Essex owners that he knew nothing of.

This disclosure came when he began expanding his list of owners for the Working-from-the-Inside-Out plan, in which he is an ardent believer.

To give the greatest effectiveness to the plan he carefully checked all his lists and then purchased commercially the names of all Hudson-Essex owners in Denver.

He had the surprise of his life when he found that through the natural course of trades, transfers, swaps, etc., he had lost track of several hundred owners who were his best source of further sales.

He had been sold on the mailing plan before, but this surprise gave him the biggest reason of all in its favor. It automatically necessitates keeping owners' lists up to date.

It seems as if the railroads were conspiring to delay the campaign's opening. There have been 57 varieties of embar-

IS FRIDAY THE 13TH UNLUCKY?



goes to slow up printing and shipments. However, cards and first envelopes are going forward. Most distributors and dealers should receive them about the time they do this TRIANGLE.

As the field organization goes into the plan more thoroughly, the more it is convinced that this is a practical method of welding sales, service and advertising into one united selling weapon.

Every user of the plan will find it profitable to duplicate Botterill's method. The plan's greatest success will come only with accurate and complete lists. Even in cities of moderate size there are Hudson and Essex cars that local dealers know nothing of—for the American people love to move about and to swap.

Get ready for the campaign—then shoot!

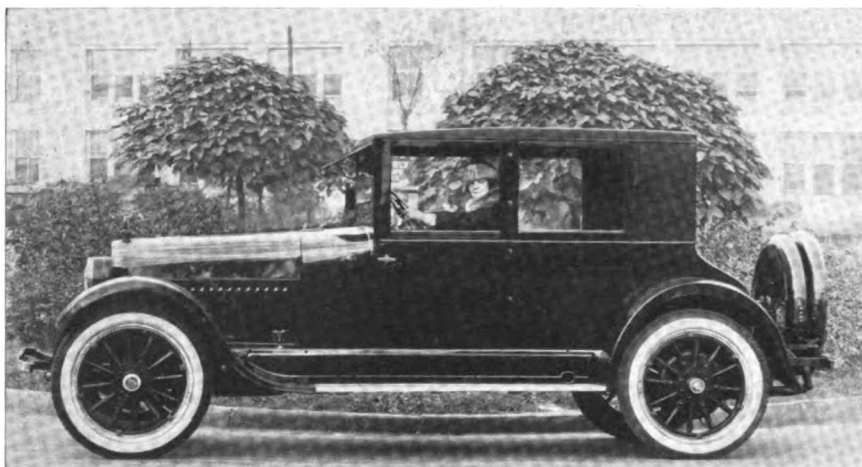
IS Friday the 13th unlucky? Ask Guy L. Smith, Omaha distributor, and you'll receive an emphatic "No." Ask his dealers and they'll echo it.

For on Friday, October 13, Mr. Smith's organization sold 13 Hudson and Essex cars, a very good day's business at any time of the year.

Mr. Smith and his dealers will tell you that the 13th of the month, especially when it falls on Friday, is a lucky day. In fact, just before some of Mr. Smith's dealers left his place of business Friday, October 13, says the Omaha News, a resolution was adopted that Hudson and Essex dealers, individually and collectively, would play Fridays and the 13th day of every month to the limit. It was also determined that the organization's mascot would be that time-honored jinx, the black cat.

The picture shows Mr. Smith's sales and service building and the 13 Hudson and Essex cars sold on Friday, October 13.

MRS. DEARBORN AND HER COACH



MRS. Frank (Nilla) Dearborn needs no introduction to numerous distributors and dealers between New York and Chicago, though some of them may be surprised to see her in the Super-Six Coach she is now driving in place of her former similar Essex model.

Mrs. Dearborn will be remembered to others in the organization as the wife of Frank Dearborn, the race driver, killed at Brighton Beach in 1914 while racing with Ralph DePalma.

Today she is president of her own firm, the Dearborn Cigarette Co., 220 West 42d street, New York, specializing in mono-

gram cigarettes. In each tour she sells thousands to Hudson-Essex dealers and their salesmen.

Mrs. Dearborn was a recent factory visitor, driving through from New York. Though her car was still very new, having turned up only 1500 miles when Detroit was reached, she averaged nearly 17 miles per gallon on gasoline. She spoke very highly of the courtesy and service extended her along her route. "The trip was very delightful, the car performed splendidly, is easily handled and has a wonderful motor," she declared. "The Coach rides very easily and is an ideal car for touring."

The Buying Public Prefers Basic Value

(Continued from page three)

cause it to shift. The doors open and close perfectly in this position in spite of the strain. No derrick or other machinery was used to place the car in this position. It was simply rolled over as you would roll a box too heavy to lift.

"Not only has our entire organization, including dealers, been put right up on its toes with a definite goal to shoot for," said Mr. Brace, "but in one showing we have made the entire motoring public in Kansas City realize that the Coach body is splendidly constructed and built to give long service. A continuation of the exhibit in our dealers' territory will emphasize this fact throughout this section, a thing that should enable us to cash in on more and better sales for months and months to come."

The immediate results of this exhibit are splendid. It is equally apparent that they will have a lasting effect.

F. A. De Peyster, of Jericho, Long Island, in a letter to the factory says: "I bought one of your 1922 Sedans a month ago. Yesterday I ran 172 miles on 13 gallons of gas. The roads were good but I was not trying to make any gas records—just touring along. I change oil as per directions but the engine doesn't seem to use any at all. The car is the quietest and most comfortable to drive that I have ever been in."

The Hudson Triangle



VOLUME X

DETROIT, MICHIGAN, DECEMBER 1, 1922

NUMBER 27

62 Hudson Distributors Arrange Coach Educational Exhibit

SIXTY-TWO distributors throughout the country are to give a Coach Educational Exhibit within the next few weeks similar to the one so successfully conducted in Kansas City, where 94 cars were sold in two weeks. The St. Louis exhibit, the second one to be held, is already under way and progressing splendidly.

All skeleton Coach bodies are near completion at the factory. Several have already been forwarded. Parts are being shipped as fast as the cut-away frame sections are completed. Special advertising and parts display cards have all been shipped.

In all these shows there is an absolute necessity for thorough preparation and dealer co-operation. The attention paid to newspaper advertising, letters to all prospects in the territory, and personal and telephone calls to both owners and prospects will determine whether or not your own exhibit is to be a success.

It is vitally important that dealers attend the exhibit and bring their prospects with them. One Missouri dealer who brought six prospects to Kansas City has already made sales to three of them, and two others are still live prospects.

Whether you are a distributor, dealer or salesman, this exhibit enables you to put the story of Hudson and Essex ability before your prospects and owners in a way never heretofore possible. And it is a tremendously effective way. Good salesmanship around the parts display, the skeleton body and chassis will sell cars for you right on the floor. The whole display shows Hudson and Essex advantages, Hudson and Essex construction, quality and value.

Thorough preparation and hearty dealer co-operation will put the exhibit over big for distributor and dealer alike. Kansas City proved that. And sales throughout that territory since have continued at a higher level, due to the impetus derived from the exhibit.

Whether you are a distributor, dealer or salesman, this exhibit if properly conducted will, in addition to increasing owner satisfaction, do two other things. It will

Increase your **present business**, and

Enlarge your prospect list for **future sales**.

A handwritten signature in cursive script, reading "Harry G. Crocker".

Sales Manager.

PERSONAL WORK IS ESSENTIAL TO INSIDE-OUT PLAN

How Successful It Will Be Depends on the Effort Salesmen Give It

PERSONAL work is an essential part of the Working-from-the-Inside-Out Plan.

The Working-from-the-Inside-Out Plan is a sales program.

It is based on the fundamental sales idea that the most likely source of prospects is our present list of owners. In this respect it is diametrically opposed to the sales programs of some manufacturers, which are, in effect, door-bell-ringing campaigns.

Such campaigns take a very wide circle of possible or nearly possible prospects and work IN.

The Hudson-Essex program carefully selects our most likely source of prospects and works OUT. Hence its name, the Working-from-the-Inside-Out plan. It is economical of time, money and energy, and yet it should produce fully as much business as if the elaborate and costly plan were adopted of considering the whole wide world as possible buyers.

For this sales program to work out properly, the cards should be mailed at the regular intervals as outlined, and then the salesmen should call. Unless the salesmen's calls are systematic and carefully worked out, the vital part of the campaign is missing.

The cards simply pave the way for the personal call.

It is this personal call that does the business—that warms up the owner and either interests him in a new car or obtains from him some new prospects.

For some dealers whose cards were shipped early, the time for the first call is nearly here. The wise sales manager will prepare for this by going over the campaign again with his salesmen, and arranging with them a proper sales talk for their first interview.

This first call is probably the critical moment in the success of the campaign. Rehearse it as fully as possible. Then—let's get in the work!

Base Your Inside-Out Plan On a Complete, Corrected List

THE first step in the working out of the campaign is to obtain a complete list of Hudson and Essex owners in the territory.

Most dealers think that they have a complete roster.

But such a condition is all but unknown.

If each dealer will check over the official license lists for his territory, or if he will purchase an up-to-date list from a commercial agency that deals in lists, he will usually discover many Hudson and Essex cars of which he did not previously know.

Cars change hands three, four and five times. Cars too are driven from one community to another. There are other methods by which cars escape the notice of even the most watchful dealers.

THEY WIN 61 OF 66 STARTS



FEW men can equal the record that Glen M. Breed, of the Crockett Automobile Co., Corpus Christi, Texas, has made with his Super-Six special racer. Breed has won

61 out of 66 races, and is known as Dixie's best dirt track driver. Recently at Houston, he won the 24-mile race in 18:31, breaking the world's five-mile dirt track record twice.

Two Veteran Hudsons Score Remarkable Mileage Records

REMARKABLE performances of two venerable Hudson cars have recently come to light. The incidents present strikingly the operating economy, endurance, dependability and long life for which Hudsons are especially noted.

Perhaps the most outstanding performance is that of a 1911 Hudson, bought the other day by the Schuman Carriage Co., Ltd., distributors at Honolulu. The three men who have owned it took affidavit that its total repair cost during the 11 years of its life, in which it has traveled more than 150,000 miles, has been not to exceed \$236—less than \$22 a year. Until 1916, when it was given a complete overhauling, scarcely anything was spent on it, and since 1917 its repair cost has aggregated less than \$50. Representatives of the Schuman Co. report that its chassis is still in good condition considering its age and service, and that the motor performs well.

F. W. Potter, of Springfield, Mass., owner of the second car, one of the very first Super-Sixes, the other day wrote the following to J. S. Harrington, Inc., distributors in that city:

"After 62,000 miles of service, I have finally put my car in your service station for replacement of the driving clutch. I consider this a most remarkable performance. Even when I brought the car in for repairs the clutch would still hold and drive the car.

"My universal and differential gears have never been replaced. Only once

have I had trouble with the clutch. That was during my first 10,000 miles when I rode it. That was my fault.

"If you will look up my account you will see just when I had that repair made. I think it was in 1917 or 1918. I purchased the car August 28, 1916.

"The action and service, both in economy and trustworthiness, and the efficiency of this car today, are beyond belief. In my large experience with automobiles since 1902, before registration or license were thought of, I have yet to see its equal. The car is here for anyone's inspection.

"All good things should be advertised. I am certainly a booster for the Hudson Super-Six. Why shouldn't I be?

"Please accept this as my appreciation of satisfaction and service."

SELLING AS A UNIT PAYS; HERE'S PROOF Dealer Follows Up Sales Letters; 3 Orders Result

HERE is a striking instance of the way that good sales letters coupled with the proper follow-up increase business.

Before the Kansas City Educational Exhibit started, the Hudson-Brace Motor Co., distributors there, asked each dealer to send his list of prospects to the distributor, that each prospect could be sent sales letters and be invited personally to see the exhibit. That act, with proper distributor and dealer follow-through, united the entire Hudson-Essex organization in the Kansas City territory into one big, direct selling force.

After several of the distributors' letters had been mailed, the dealer's prospect lists were returned with instructions to go right after these prospects.

The following happened for Manford Jones, dealer at Richmond, Mo. He sent Hudson-Brace six names as closed car prospects. With the distributors' letters and his own follow-through, three of these six have since bought Essex cars—a Phaeton, Cabriolet and Coach—and two others are still hot prospects. Only one of the six bought another make—proof of the tremendous power of working together.

HUDSON FLEET COSTS A MILE ARE VERY LOW

**Few Repairs, Good Gasoline
Mileage, Keeps Expense
of Operation Down**

*(The following facts on costs regarding
Hudsons operating in fleets should give you
information of considerable assistance in sell-
ing Super-Sixes to fleet prospects.)*

APPROXIMATELY 40 Super-Six Seven-Passenger Phaetons are operating in fleets on various roads out of Fort Worth, Texas, to points as far as 165 miles away. Ninety per cent of the cars in this "stage line" service are Hudsons.

The reason for the overwhelming preponderance of Super-Sixes is not hard to understand when the costs of operation and maintenance are known.

R. H. Pringle, of the Fain-Bender Motor Co., dealers at Fort Worth, recently checked up with the managers of two companies operating these Super-Sixes. Here is what was discovered:

EXPENSES: 6½ CENTS A MILE

The first company operates between Fort Worth and Breckenridge, 115 miles each way. "With an average of 20,000 miles on each car, the total expense for parts, tires, gasoline, oil and storage averages \$1,300 per car, or 6½¢ per mile," reads his report. "This is by far the most difficult line out of Fort Worth, as approximately 30 miles of the road are exceedingly rough and a speed of 7 to 10 miles an hour is all it is possible to make."

The other line on which the survey was made is to Denton, 40 miles away. Each car makes two round trips daily, or 160 miles. "The average mileage is 12,000 on each car and the total expense, including gasoline, oil, tires, parts and repairs, averages \$375 per car, or 3½¢ per mile," the report continues. "This is over a good road practically all the way. The company made approximately 12,000 miles on tires and 14 to 15 miles per gallon of gasoline."

NEW MOTOR ECONOMICAL

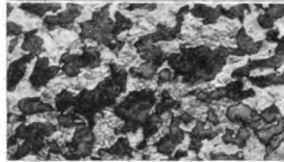
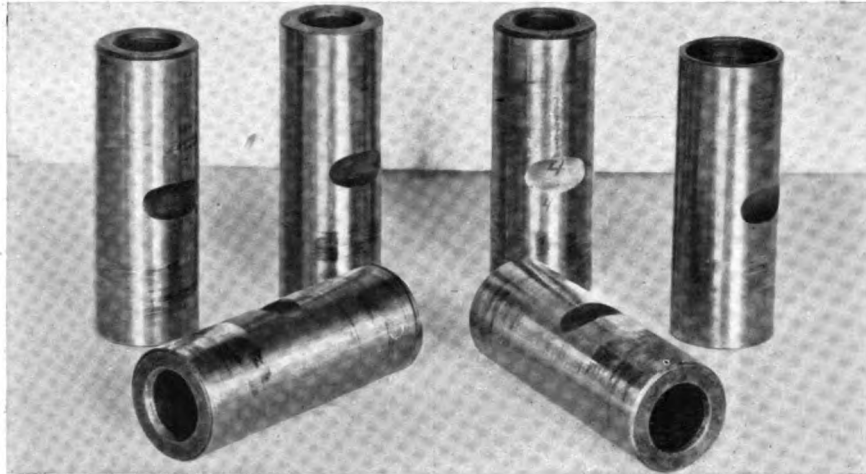
The report states that by combining the costs found for the two lines checked, a very fair average of the cost per mile for all the Hudsons so operated can be determined. It has been ascertained that the cost of operating Hudsons with the new motor is certain to be lower than these figures.

The company operating between Fort Worth and Breckenridge has bought 14 Hudsons in the past two years. The cars haul from five to seven passengers per trip.

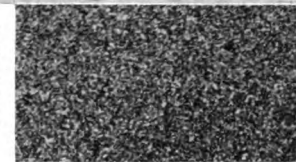
Africa's Governor-General Becomes a Hudson Owner

H. R. H. PRINCE ARTHUR of Connaught, governor-general of the Union of South Africa, recently joined the long list of Hudson owners in South Africa by purchasing a Super-Six Seven-Passenger Phaeton. The car was bought through S. Fisher & Simmons, Ltd., export dealers at Durban. Representatives of the dealer, in selling the governor-general the car, told him of the thousands of Hudsons in service in Africa and of the great satisfaction they are giving owners throughout the world.

SPURIOUS PARTS DON'T PAY



Above—A group of spurious piston pins recently sent to the factory. Left—Cross section of one of these spurious parts magnified about 100 times. Right—Cross section of a genuine Hudson piston pin magnified to the same degree.



This Typical Example Shows Their Lack of Quality, So Vital to Long Life

THE factory recently received the piston pins shown in the illustration, together with a statement that they had proved soft and unsatisfactory in a Super-Six motor after only short service.

These are not standard Hudson parts.

It takes little more than a casual glance by a man thoroughly familiar with Hudson parts, to make certain to him that such parts as these are not genuine Hudson parts, but rather, the product of manu-

facturers who turn them out to sell at slightly less cost than the standard article.

The manufacturer of these parts has been generous with the quantity of his material. In fact, he has been too generous. He has allowed them to be made of *varying weights, some two ounces heavier than the standard product*. This in itself will *seriously affect* the balance of the motor. This increased weight, of course, was introduced in an effort to equal the strength and resistance of the standard Hudson part.

This, however, was *only one* of the serious difficulties with these spurious piston pins. Chemical analysis of them by our metallurgical department shows among other deficiencies that they contain no nickel, a *vital element* in giving such a part the essential tenacity and life. Nickel alloy steel is expensive, which is the reason why the non-standard parts maker has not used it. *Whether the particular part he makes operates to the advantage of or to the detriment of a car is not the most important factor to him*. His business does not depend on the reputation of any particular car, but rather on offering apparent bargains which usually prove costly. Because plain carbon steel has been used in these instances, it has also been impossible to secure the satisfactory "case hardening" so essential to the pin's life.

The two photo-micrographs above, taken in the factory laboratory after fracturing one of the spurious pins and also a genuine Hudson pin, show the relative merits of the two. A pin with the non-uniform structure of the spurious one is brittle. On the other hand, by observing the photo-micrograph of the Hudson pin, the structure characteristic of high grade alloy steel properly heat treated can be seen. This steel is of very fine grain and can be satisfactorily case hardened and heat treated to withstand safely the strains imposed on it, factors so vital to long and satisfactory service.

This example is typical of what happens when counterfeit parts are substituted for standard factory parts.

The 1923 Slogan

FOR four fundamental reasons, business will be better in 1923 than it has been in 1922, according to Roger W. Babson, the noted business statistician. These reasons are:

The best crops in years, aided by recent advances in prices.

Less unemployment.

Better money conditions and greater banking confidence.

More businesses in sound condition.

The combination of these conditions, according to Babson, is an assurance of increasing business activity and a general larger volume of trade. Babson says that 1922 crops, because they were produced at lower costs and are selling at advancing prices, should be the most profitable in years.

In view of these facts, Babson's slogan for 1923 is:

"Bite off more than you can chew, then chew it; plan for more than you can do, and do it; hitch your wagon to a star, do what's right, and there you are."

HERE'S A PLAN THAT MAY AID YOU IN SELLING

**Dealer Brings Car Owners
to Factory; They See It,
Then Drive Cars Back**

ROBERT B. CRANDALL, president of the Crandall Motor Co., dealers at Oak Park, Ill., since 1912, while at the factory the other day for five driveaways, told of a plan that he believes has been more than worth its expense to him. The cars were driven to Oak Park not by hired drivers or his own service men, but by Oak Park husbands and wives who own their own cars. These may or may not be Hudson or Essex. In his latest trip, Mr. Crandall and his wife were accompanied by five other couples. Mr. Crandall, of course, pays all the expenses.

"The cost," he declares, "is not as great as might be supposed. The expenses of the drivers I would hire would equal the men's, and the drivers' pay would cut deeply into the expenses of the women."

THEY DRIVE CAREFULLY

"As all these couples own their own cars they know how to drive. Their sense of responsibility is assurance that the cars will be carefully driven. In all, I believe the total cost is less than the freight, or not to exceed it. Oak Park, a Chicago suburb, is about 300 miles from Detroit which, with new cars, necessitates a stop over night.

"From this idea I am receiving advertising impossible to buy. My friends get a vacation to Detroit at my expense and go through the factory. The drive and the factory experience is something about which they will all tell their friends when they get home. Their friends are of approximately their means, making them also excellent prospects. During their stay at the factory and on the return drive they have ample opportunity to learn considerable about the cars. Each person who desires to drives both a Hudson and Essex.

SOLD ON RECOMMENDATION

"Should any of these people be in the market in the near future for a car, I am certain to be given thorough consideration. They know something about the merits of the cars and on that, coupled with my owners' testimony, plus the efforts of my salesmen and myself, I am willing to rest my case."

Mr. Crandall has sold several cars this fall on the recommendation of those who have made these trips, and believes the results will be even greater after he has had the plan in operation longer.

Resident Dealer Finds Business Growing Fast

A. J. STONINA, resident dealer of Chicopee, Mass., since August 31, is a good example of the success that many Essex and Hudson resident dealers all over the country are enjoying. He recently let a contract for a new building for his growing business which, incidentally, will contain the first showroom in Chicopee. A 60-car garage will be included in the sales and service building.

CHOOSES HIS SIXTH HUDSON



ELEVEN years ago, physicians told Fredric W. Potter, wealthy New York manufacturer, that he had only three months to live.

A few days later, in October, 1911, he purchased a Hudson Roadster and started across the continent in the hope that such a tour would accomplish what physicians and drugs had been unable to do.

Arriving in Los Angeles early in 1912, Mr. Potter and Jack A. Hilley earned the honor of piloting the first Hudson across the United States. The ten weeks of fresh crisp air had already improved Mr. Potter's condition.

The other day, almost a picture of health, Mr. Potter stepped into the showroom of Harold L. Arnold, Los Angeles distributor, and purchased his sixth Hudson, a new Sedan. The illustration above shows the car in front of his home.

Mr. Potter is standing and his wife is in the rear compartment. His brother, A. F. Potter, is at the wheel.

The Potters continue to own a 1914 Hudson which has gone more than 50,000 miles. Mrs. Potter says it is such a splendid car for "roughing it" that she refuses to sell it.

After 2 Hudsons, He Tries 2 Other Cars; He's Back to Hudsons to Stay

THE following is a letter sent to the Hutchings Motor Sales, Inc., dealers at Plainfield, N. J., by Walter C. Brown, of North Plainfield.

WISCONSIN HUDSON SETS NEW RECORD

Goes From Madison to Milwaukee in 106 Minutes

WHEN the Illinois-Wisconsin football game was played in Madison, Wis., November 11, interest in it was so great that the Milwaukee Telegram wanted action pictures of the contest for its earliest possible Sunday edition. Accordingly, it asked the Jesse A. Smith Auto Co., Milwaukee distributors, for the loan of a Hudson, realizing that a thoroughly dependable car was imperative if success was to be obtained. W. H. Cahill, director of sales, turned over his own car, a Seven-Passenger Phaeton, with about 10,000 miles on the odometer.

Without any tuning up whatsoever, the car made the 85.3 miles from the Madison city limits to the Telegram office in 106 minutes running time, averaging about 50 miles an hour, a new record between the two cities.

Because of the numerous towns between the two cities, greatly reduced speed was necessary from time to time. Heavy Saturday afternoon traffic was also encountered. The last 40 minutes of the run was after sundown.

"You ask me how I like my new Hudson car. Hudson cars are not new to me.

"This is my third one. I drove a 6-40 more than 40,000 miles and then traded it in for a Super-Six.

"I drove that 28,500 miles at a cost for upkeep of just \$6.90. This amount was spent for an axle that was broken running to a fire, and an emergency brake latch that was worn out dragging it over the ratchet without springing it open. I put these parts in myself.

HE'S THROUGH EXPERIMENTING

"After driving this car 28,500 miles, it was in very good condition but was hit by a jitney and practically torn to pieces.

"Then I tried to get another Hudson in a hurry and found they were not to be had, so I bought another car at a cost of about \$3000 and drove it about eight months and it cost me more than \$1000 for upkeep. I got \$1500 for it in a trade for a \$5000 car and drove that a little more than a year and then went back to the Hudson—where I am going to stay.

IT HAS NO EQUAL

"I have driven the new Hudson about 1200 miles without a bit of trouble. For easy riding it has no equal, and when you are in a hurry—and no cops in sight—you just step on the 'gas' and it jumps up to 70 miles an hour and holds it without either a jar or a bit of vibration. What more can you ask of a car?

"If anyone wants to know anything about a Hudson car send them to me and the sale will be closed, I feel sure."

The Hudson Triangle

VOLUME XI

DETROIT, MICHIGAN, JANUARY 1, 1923

NUMBER 1

A RECORD YEAR FOR 1923

*New Goal Set for Hudson and Essex Output;
Marks High Point in 14 Years' Development*



Main Plants of the Hudson Motor Car Co., where Hudson and Essex cars are built.

THE greatest year in Hudson and Essex history will be 1923. Even the achievements of 1922 will be greatly surpassed. Entering its fourteenth year, Hudson has definite plans to surpass all previous records for output and volume of business.

Such is the goal set for itself by the Hudson-Essex organization. Distributors and dealers are committed to the success of the program. For its part the Factory is bending every effort to supply enough cars so that the men in the field need lose no sales because of inability to deliver promptly.

Another record is forecast in the announcement of an output which will be composed of at least 75 per cent enclosed cars. No other concern, so far as is known, even approaches this high proportion of all-weather and all-purpose cars. With Hudson and Essex the marketing of motor cars is thus changing from a seasonal trade to a steady twelve-months business.

February of this year, with the factory departments humming in full activity, will mark the fourteenth anniversary of the company's incorporation. July will celebrate the date of the shipment of the first car.

In those fourteen years has taken place one of those notable growths which has thrown such a romantic atmosphere around the automobile industry.

A small leased factory has grown into a plant of the most modern type; a selling organization has been built which reaches around the world; products have been steadily improved and made more serviceable; and 300,000 automobiles have been sent forth to the public.

Hudson's first year—1909—was regarded as a remarkable success. The 500 employees produced cars at about the rate of 2,000 a year. Today there are *nine* times as many employees, and aided by wonderfully efficient machinery, they produce *fifty* times as many cars. This fact has been translated into a greatly refined and improved product at lowered prices to purchasers.

Throughout its history the concern has been controlled and operated by the same group who founded it. The men who own a majority of its stock may be found daily at their tasks under its roof. As a further assurance of financial and business independence, the company

THE HUDSON TRIANGLE



Administration Building of the Hudson Motor Car Co., where business callers and visitors are made welcome.

has followed the policy of incurring no bonded or fixed indebtedness of any kind. Site, plant and equipment are owned outright, without a dime of debt.

Yet the company's business course has been marked by aggressiveness no less than by conservatism. It has survived through vicissitudes when less sound concerns were forced into reorganization; but it has also expanded its operations and widened the base of its activities.

Super-Six a Motor Milestone

Of the 300,000 automobiles which the Hudson Motor Car Company has produced, approximately two-thirds have been Hudson and one-third Essex. The latter car was brought out in 1918 by interests intimately affiliated with the Hudson Motor Car Company, and in 1922 it was formally merged into the older concern. The success of the Essex, both in manufacturing and selling, has been an achievement of the Hudson organization.

Seven years ago, the announcement of the first Hudson Super-Six marked a turning point in automobile design. The principle was established that additional power and smoothness were to be obtained not by increasing engine size or by adding complications, but by the elimination of destructive vibration and internal friction.

Without any increase in size or weight, or the sacrifice of simplicity, the new motor developed on test 72 per cent more power than its predecessor. It was truly a Super-Six.

Improvements Based on Refinements

The year 1922 witnessed a new Super-Six. Once again, this improved new motor was based on refinements which made the engine internally more efficient. It was quieter, more economical, better balanced. Even Hudson enthusiasts of previous years found in it a new standard of perfected performance. In this car, the Hudson organization believes that it has reached the highest point of motor efficiency. But there is no suggestion of curtailing the unceasing search of its designers and engineers for still further practical advancements.

It was late in 1918 that the controlling leaders in the Hudson organization produced the first Essex. As men who were in close constant touch with the motoring public, they had sensed the potential demand for a smaller car of high operating ability.

Economical, Brisk, Dependable

They sought a car which should be economical on the road and easy to buy in first cost. But they required too that it must be brisk and powerful in performance, and built so substantially that it would withstand years of service under all conditions.

Such types of cars had been known in Europe—though at high first-cost—and it was believed that there would be a ready market for them in the United States. The Hudson distributing forces stood ready and eager to place such a car before the American people. It gave them a more complete line of motoring merchandise.

How accurately the Hudson organization had judged the public's wants is indicated by the fact that in the first four years of production, the organization placed about 100,000 Essex cars in the hands of owners, despite one period of severe nation-wide depression.

Cars Similar in Principle

Aside from the differences which are inherent in four and six cylinder construction, Hudson and Essex cars are similar both in engineering principle and details of construction. They are planned to a single standard of quality. In many respects, indeed, they are identical. As a matter of practical manufacturing it is often more advantageous to produce identical and interchangeable parts for the two cars than it is to make separately the smaller-sized units which might be acceptable for the lighter car. This results in the Essex having numerous factors of quality and over-strength which would not be economically possible under any other arrangement, and which are exclusive to Essex in its price field.

For their part, the Essex engineers and production men have discovered many improvements and processes which have been highly useful to the Hudson. From this dual arrangement therefore, many advantages have been obtained which



Hudson's first Manufacturing Plant occupied in 1909.

THE HUDSON TRIANGLE

have found their way into the two completed cars. The partnership has proved beneficial alike to the public, the dealers and the manufacturing organization.

Careful workmanship and economical production are the two ends sought and obtained by the lay-out and equipment of the Hudson and Essex factories. Their large extent may be imagined from the fact that they cover some 63.5 acres of ground, with 1,600,000 square feet of floor space. But of greater importance is their compact arrangement, which makes for systematic and closely supervised production.

Lost Motion Eliminated

The various machine departments and assembly groups are so located as to minimize waste and lost motion. It is the statement of engineers from other plants in the industry that Hudson and Essex accomplish their tasks with a surprising smoothness and efficiency. Upon entering the plant, the raw material moves steadily through the successive operations, and toward the point where it is finally installed as a part of the complete automobile.

There is no confusion, no haste, no waiting. On a regular carefully maintained schedule, thousands of individual parts move forward to their place in the final assembly line. Only with such a utilization of the progressive assembly system could automobiles like Hudson and Essex be manufactured at so moderate a price.

In the Hudson and Essex factories, ninety per cent of the completed cars are machined and finished. Even such units as axles, clutches and transmissions are produced by Hudson's own working force in its own plant. There is thus but one manufacturing profit.

Standards Rigidly Maintained

Where purchases are made outside it is Hudson's policy to buy only on such terms of specification and inspection as to assure the full maintenance of Hudson standards of material and workmanship. Orders are given in a volume which



Japanese find that Hudsons are just the touring cars that visitors prefer.

assures favorable prices. The final product is of course warranted and sponsored to the buyer by the Hudson and Essex organization with an assurance of superior quality.



The Essex in a Sydney performance test winning one of its numerous laurels in Australian road runs.

Hudson's growth in size and favor has naturally been accompanied by a corresponding growth in its distributing organization. This has come to extend all over the United States and to every part of the civilized world where motor cars are used. Indeed Hudson and Essex cars are well-known in far-lying

spots where the only civilized persons are the few white men who maintain peace and law over the native populations. Both Hudson and Essex have gained some of their most prized laurels in South Africa and on the rugged trails of Australia.

In the whole export market, Hudson and Essex have been among the foremost cars to carry American colors to the four corners of the earth.

At home and abroad the vast army of distributors and dealers are recognized as business men of a uniformly high type. They have been an important factor in the romance of Hudson growth, and have prospered with it.

Hudson and Essex Everywhere

In the United States, Hudson and Essex are virtually everywhere. There is in the continental United States a very considerably larger number of Hudson-Essex dealers than there are counties. Service on the cars is therefore practically universal. This universal distribution means too that a buyer almost anywhere may purchase his car close at home from a dealer whose business reputation he either knows or can easily learn.

The stability and permanence of this organization is indicated in the fact that more than 90 per cent of the factory's output goes to distributors who have served with the company for an average of nearly nine years.

All have adopted as their own the high Hudson ideals of service. Hudson service is known as both economical and skillful—and willing as well. Nowhere in the business world is there a more loyal or enthusiastic group of dealers than that enlisted with Hudson-Essex. Welded together by a common confidence in their product, each is proud of his share in the past achievements of Hudson and Essex and looks to the future with the conviction that even greater accomplishments are in store.



Hudson and Essex starring in automobile show at Barcelona, Spain.

THE *Why* OF HUDSON-ESSEX QUALITY

Two Cars Built to Identical Standards; Definite Factors of Superiority Noted

FINE automobiles are not the result of accident or happen-chance. Behind every record of consistently superior performance will be found many years of patient and skilled engineering endeavor, translated into correct design and conscientious construction.

Thus Hudson and Essex have reached their positions, not by any mystery or sleight of hand, but simply because in certain definite practices and particulars they excel other motor cars of like size and price.

Many of these factors are so fundamental that even a layman with no pretense of mechanical knowledge can understand them. In a considerable number of these features Hudson and Essex are identical, so that a description of the one car is a portrayal of both.

Light Front Construction

Let us begin with a crankcase, the foundation of the motor. In both Hudson and Essex it is constructed of an aluminum alloy instead of the conventional cast iron. This makes for lightness and strength. The transmission box is similarly of aluminum.

Together these savings help lighten the whole front end of the car. Because of this the Hudson and Essex engineers are able also to utilize heavier construction in other parts where mass and rigidity are essential, as in the frames and axles.

The cost of the aluminum castings from which the crankcase is made is naturally much higher than that of cast iron. It is a standard of construction usually confined to cars of a much higher price than Hudson or Essex, and its use may be accepted as a token of high value throughout.

Anchored Bearings

In these crankcases are fitted sets of exceptionally large main bearings—four for Hudson and three for Essex. The caps of these bearings are not merely set upon the lower halves, as is customary; they are sunk and anchored into accurately prepared receptacles which assure an extremely solid and rigid construction. The bearings themselves are of bronze-backed babbit—of the highest grade known in manufacturing.

In these bearings rotate two extraordinary crankshafts. Indeed the crankshaft of the Hudson, exclusive in its prin-



The crankshaft that made Hudson a Super-Six. An important contribution to motoring industry.

ciples and extraordinary in its results, is one of the high marks in motor car history. It is *compensated* by a patented means which causes it to float in its bearings at all speeds. In this method, which takes care of all centrifugal forces, is found the fundamental underlying secret of the Hudson Super-Six—a car which has established new high marks for power, smoothness and flexibility.

Output Increased 72 Per Cent

This type of crankshaft was first installed some seven years ago, in a motor which had previously used a shaft of similar dimensions but conventional construction. With no other changes whatever, the new equipped motor with the Super-Six compensated shaft increased its power output 72 per cent. Its smoothness and its freedom from vibration were similarly bettered. It was on this basic superiority that the famous Hudson Super-Six was developed.

The Essex employs a shaft similar in principle to Hudson's, adapted to four cylinder construction.

It is no exaggeration to say that these exclusive shafts are among the most important improvements ever made in motor construction.

Quite aside from their compensated feature, the shafts are unusually large and generous drop forgings of special steel, with sufficient mass and metal to absorb the hammering and twisting of hundreds of explosive impacts per minute. Carefully balanced flywheels help to maintain an even flow of power.

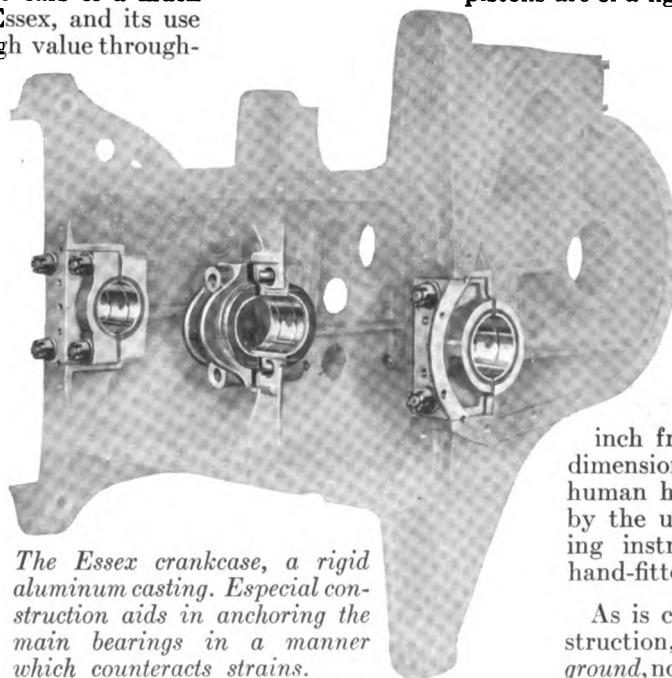
Pistons Individually Fitted

Quite important also in the smoothness of the motor are the pistons and connecting rods. The pistons are of a light, special alloy, in line with the best of modern practice, and are of a type which fit the cylinder walls at all speeds and temperatures.

Each piston is individually fitted to its cylinder, and in each motor the weights of the rod assemblies are held to uniformity. This again is a factor of carefulness very scarcely if ever found in cars of the Hudson and Essex price range. The piston pins are not permitted to vary more than three ten-thousandths of an

inch from absolute roundness. This dimension is one tenth the fineness of a human hair and can be registered only by the use of the most delicate inspecting instruments. The pins are then hand-fitted into the pistons.

As is consistent with this careful construction, the semi-steel cylinder walls are ground, not simply reamed, to an exception-



The Essex crankcase, a rigid aluminum casting. Especial construction aids in anchoring the main bearings in a manner which counteracts strains.

THE HUDSON TRIANGLE

ally smooth finish and degree of accuracy. This is an expense which could be saved without the average motorist ever knowing it, as the parts affected are not ordinarily seen. But this scrupulous care is of the highest significance in the genuine worth of the car; it is one of the many *hidden values* in Hudson and Essex.

Power

Power depends of course primarily on the explosive charge admitted to the combustion chambers. Hudson and Essex construction is such that even the present low grade of gasoline will vaporize. The incoming air is warmed before it enters the carburetor, and the fuel mixture is heated again just before it enters the cylinders. The charge is thus brought to a high degree of combustibility—an important factor in the power and ready responsiveness of Hudson and Essex motors.

The Hudson and Essex carburetors are especially designed for these cars, and patented. Their outstanding characteristics are simplicity and efficiency. They are of the constant mixture type which insures a correct proportion of gas and air under all driving conditions.

Over the radiator extends a set of shutters, operated by a lever on the dash. When they are closed, the normal stream of air through the radiator is obstructed and the motor warms up quickly. This results in motor efficiency, winter or summer. To assure the full usefulness of these shutters a motometer is furnished on both cars as standard equipment.

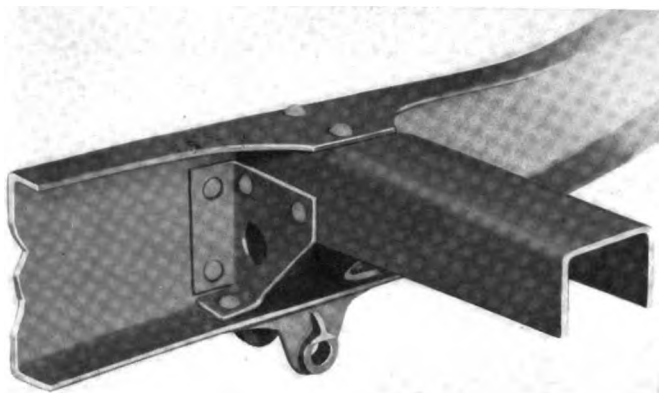
Details of High Character

Quite unusual too are such refinements as removable valve guides, roller bearings and tappets, a silent timing chain, a simplified oiling system, and many other improvements which make for quietness, smoothness and efficiency. The Essex employs a roller bearing in its rocker arms.

These extraordinary power plants are installed in frames of great rigidity. The Essex frame for instance is 6 inches deep, as against an average of four inches in cars of its

size. The two main channels are anchored together with five exceptionally sturdy and rugged cross-members. The extremely effective manner of anchorage is fully as important as the generous dimensions of the units themselves. The construction is such that the whole frame is a firm, solid unit with a great factor of overstrength.

The Hudson is similar except for its naturally larger dimensions and an extra cross-member. A comparison of these frames with those of other cars of like price will do much to explain why Hudson and Essex wear out slowly both in chassis and body—the frames



The rigidity of Hudson's frame is explained by a glance at the rugged construction. The Essex method similarly insures a frame of great firmness and strength.

resist the shocks and punishment of the road, and thus protect the rest of the car.

To even the least conspicuous units, a similarly scrupulous care extends. An example is the construction of the spring shackles—the hidden source of the most annoying rattles which mar the pleasure of motor car ownership and ordinarily defy correction.

In Hudson and Essex construction, the shackles themselves are extra long, so that the springs have an easy freedom of movement. The shackle bolts are of large diameter, and hardened, ground

and polished for a close fit and long life.

It is at the ends of shackles rather than on their main surfaces that the most troublesome wear occurs. Hudson and Essex frankly realize that there is no way in which this wear can be entirely prevented.

A Practical Remedy

Therefore a practical method has been devised which allows for the easy and practical adjustment of this wear. The essential factor in this construction is a nut-and-bolt arrangement. When the ends of the shackles wear loose from the hardened plates which hold them in place, the looseness may be adjusted by simply turning the nut along the threaded bolt. A lock-nut holds it tight.

The whole operation is one of surprising simplicity and ease. It has been adopted by several higher priced cars and exploited as an engineering advancement. It effectively remedies the annoying rattle-trouble which results from using the construction usual in cars of moderate price.

Lubrication of the shackles, and on other parts of the chassis, is by means of wick fed oilers—clean, easily reached and positive of operation. They make up the cleanest and simplest known form of lubrication.

Many Quality Details

Throughout the cars from shutters to tail lights will be found details of similar care and high quality. Steering gears are of unusual overstrength. Axles are built in Hudson's own plants to assure the most rugged construction and fine workmanship.

Because of lack of space only a few of these many superior factors can be told; those mentioned are simply typical.

But all in all, they reflect a manufacturing program marked by a painstaking and thorough-going care, in which each one of many hundred operations, however inconspicuous, has been executed with a minute attention to detail. The result of these standards and methods is an all-around excellence which has brought and is continuing to bring to Hudson and Essex the consistent and increasing preference of American motorists.



Shutters are an important factor in fuel economy and performing ability. They are standard equipment on Hudson and Essex.



Wick fed oilers are the most convenient, clean and efficient of lubricating systems.

ALL TRANSCONTINENTAL RECORDS *for* ENDO

Essex Has One-Way Mark, Hudson Round-Trip, From Atlantic To Pacific Coast

EVERY American transcontinental record for time and endurance is held within the Hudson organization. So are the corresponding records from New York to Chicago, for 24 hours continuous running, for a similar trial of 50 hours, and many others.

The significance of these records is two-fold:

First, they were all made with stock cars such as any one could buy from any Hudson or Essex dealer.

Second, they are records which could not be established by mere speed but which required also endurance and reliability of the highest character.

Of the transcontinental records, the one-way mark is held by the Essex and the round trip by the Hudson. The Essex record was made in 1920 and Hudson's four years previously. Though roads have greatly improved, the time made has never been equalled.

Essex's Spectacular Dash

Probably the most spectacular of Hudson-Essex achievements was the one-way transcontinental trial of the Essex in August of 1920. Four cars were chosen so as to guard against any possible road mishap or freak of weather. Two started from New York City and two from San Francisco.

Every one of those four cars beat the best previous record for the trip!

Average time for all four cars was 4 days, 21 hours and 32 minutes; fastest time was 4 days, 14 hours, and 43 minutes. The run of No. 1 started at San Francisco at 12:01 August 5, and ended on August 9. It arrived at the Weehawken Ferry on the New Jersey side of the Hudson River at 5:31 P. M.

Across Two Ferries

The ferry trip across from Weehawken to New York required thirteen minutes. This landed the car in New York City at 5:44, exactly four days, fourteen hours and forty-three minutes after leaving San Francisco. At the western extremity of the trip, there was of course, also the ferry journey across San Francisco Bay to Oakland.

At each relay point, the car was halted long enough for



An Essex averaging more than 60 miles an hour for 50 consecutive hours on the Cincinnati Speedway.



Left: Essex speeding through the night on its transcontinental dash. The map shows the route taken by the four cars.

inspection. Each of these stops required a considerable amount of time and while the get-away was rapid enough for efficiency, speed regulations in all cities were obeyed.

What is most surprising perhaps to those who know the inside of speed records is the fact that every one of those four Essex cars is still in daily operation. As they were not special cars in any way, the Essex organization put them on the market after they had been exhibited a time, and they were purchased by private owners. In 1922 a check-up was made on their careers and it was found that each one is in daily use, giving highly satisfactory service.

Relays of Drivers

The run was made with relays of drivers. Each man had his allotted route. As the cars reached the relay points, one driver would climb out and another jump in. Oil, gas and water were replenished where necessary and the race renewed. The start and finish points were respectively the post offices at San Francisco and New York City, and U. S. mail sacks were delivered at each end.

In these runs were demonstrated beyond question the typical Essex qualities of reliable and enduring construction, added to a touch of nimble speed. Over the 3,000—odd mile trails, the cars encountered every road condition imaginable, and climbed from sea-level to an altitude of more than one mile.

The post-office department declared itself entirely convinced that the Essex could carry on transcontinental mail service if the occasion ever arose which made it necessary. To the postal officials, the important fact was that not one but four Essex cars could perform so brilliantly and consistently in a trial which tested every vital part.

ANCE and SPEED HELD BY HUDSON and ESSEX



Hudson in San Francisco after its famous round trip dash. Hudson route was somewhat less direct.

Hudson's Pioneer Record

Hudson's two-way record was made some four years prior to the Essex trials. At the time the very idea of a two-way transcontinental dash was unique.

Indeed, the best one-way time for any automobile was 7 days and 11 hours, made by a considerably larger car. But the Super-Six made the round trip without undue difficulty, and on its return trip beat every previous transcontinental record except its own. The roads were far from good.

Easy for the Super

The speedometer showed 3,476 miles from San Francisco to New York. In the going trip the Super-Six averaged 28.14 miles per hour. This included all stops and the slowing down to the speed requirements of more than 350 cities, towns and villages. The return trip, because of floods, was not so fast. But counting all stops from the time the car left San Francisco until it returned it traveled 7,952 miles at the rate of approximately 700 miles a day.

At the time the dash was made, there were many experienced automobile men quite doubtful of the ability of a motor car to make such a trip at speed. Hudson's two-way time was 10 days, 21 hours, 3 minutes and was from San Francisco to New York and return. A slightly more indirect route was traveled than that on which Essex made its subsequent records.

Essex at Cincinnati

In the same year that Essex created its remarkable record, its drivers were busy with an endurance test of another type. The car was taken to the Cincinnati speedway to see how speedily and reliably the Essex could run for a long period.

Cars' Reliability, Construction Proved in Tests Over Hardest Routes

The answer came on December 10, 1919 when all previous records were lowered. In 50 hours of sustained running, the Essex piled up a total of 3037 miles, an average of more than a mile a minute. For cars of its weight and displacement, this Essex broke all records for from one to 50 hours. The car was driven by Dave Lewis and Tommy Milton, the noted racing drivers, and De Lloyd Tompson, the famous aviator. The drivers worked in six hour shifts, and made the necessary stops to supply the cars with oil and gas.

Timed by the A. A. A.

The A. A. A. representatives at the trials were Fred J. Wagner, official starter of practically all American Speedway events, assisted by F. E. Edwards, technical representative of the A. A. A. contest board, J. E. Schipper, of Detroit, assistant technical representative, and R. A. Leavell, in charge of the electrical timing apparatus.

Essex consistency was proved again when a car which already had traveled 12,000 miles set a new world's dirt track 24-hour record at Dallas—1261 miles; and when still another Essex established a mark of 1061 miles over snow covered Iowa roads in 24 hours. Australian and South African routes yielded records too.

In many of these attempts, Essex beat all former marks with impressive ease; in practically all of them it was putting its speed and strength against motors much larger than itself and many times more costly.

Essex enthusiasts still remember "Essex Week," a seven day period in 1919 in which Essex dealers all over the United States tried out the car in various tests of speed, economy and reliability. Train schedules were smashed, the steepest hills were conquered, and remarkable results were obtained per mile of gasoline and oil. It was thus in its first season of 1919 that the Essex became perhaps the most widely talked of car of the year.

But to Hudson and Essex engineers the most prized fact was that endurance was proved, and that economy and long life were shown to be equally present with speed. The factory management regards these work-a-day virtues as far more to be sought than any others. Balanced development and all-around practical operating ability are the fundamental aims of Hudson-Essex engineers. It is only as severe and intensified tests prove these qualities that they are regarded as significant and worth while.



Hudson holds the record for climbing Pikes Peak—the highest and most dangerous dash in the world. Time, 18 minutes, 24.7 seconds.

SEEING HOW HUDSON-ESSEX ARE BUILT

Careful Manufacturing Methods Assure High Quality of Product; Order, Economy, Everywhere

ALL ready," announces the instructor, and the party of visitors starts with him for a trip through the factories where Hudson and Essex cars are made.

It is a journey through one of the large industrial plants of the world. One might walk in it for many miles and not see the same thing twice.

It is a tour moreover which discloses almost every phase of manufacturing. At one moment you are observing a massive machine at its giant task and in the next are witnessing a process comparable in delicate accuracy to watch-making.

The Hudson and Essex plants are noted not alone for size but also for a compact and scientific arrangement which permits a high output of uniform quality with an economical working force. Machines which multiply the productiveness of labor are everywhere. Each of these machines repeats over and over its assigned operations with a uniformity which minimizes the opportunity of human error.

No Lost Motion

The lay-out of machinery and departments is such that when one manufacturing operation is completed the part under process is ready for the next step; the units pass from machine to machine in a steady, smooth succession.

Before material enters the machining departments, it is thoroughly checked for every possible sort of flaw. The visitor realizes at once what this means in the uniform quality of the product. The technical man is equally interested to see how this carefulness avoids the use of labor and machines on parts which would later have to be scrapped.

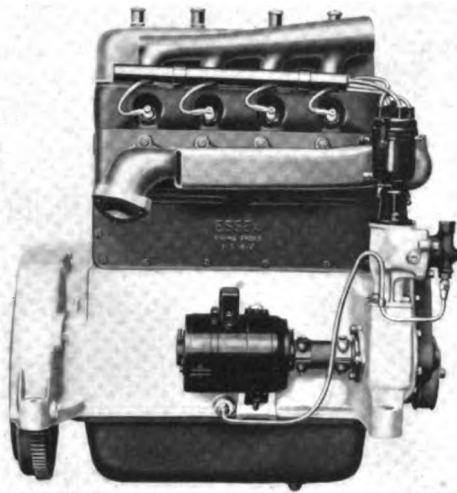


Pistons must conform to close limits of accuracy.

These are practical economies which greatly lessen the price of the cars without skimping their quality.

First is seen the manufacturing of the crankcase, the foundation of the motor. The big rigid aluminum castings, roughly formed, are fed into great milling machines where revolving cutters shape and smooth the various surfaces. This milling has three separate degrees of fineness.

The top surface of the crankcase, on which the



THE ESSEX MOTOR

"Absolutely the brightest, liveliest engine I have ever found in an American car."

—The Auto Car, London, Eng.

cylinder block rests, is so accurately finished that a cigarette paper could not be slipped between the two parts.

Alongside the crankcases as they move along for the various steps in their processing, are the crankshafts and the camshafts. These three units move in parallel and adjacent lines so that when they are finished they are immediately ready for the crankcase assembly.

One sees the crank and cam shafts progress from rough, rugged forgings to finely balanced and highly finished units. The camshaft is so heat-treated that its bearing surfaces are as hard and smooth as glass, while the rest of the shaft remains tough and tensile. Careful inspections of its every dimension are noted by the visitors.

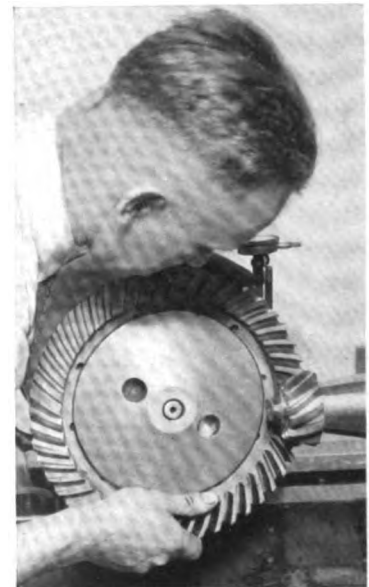
Carefully Balanced

The crankshaft is tested for balance on a specially devised and patented machine, which is so delicate that it registers visibly even a soft touch of the finger tips. Yet before they are accepted, every Hudson and Essex crankshaft must rotate in such perfect balance that the registering needle is at rest. Only a very few motor companies exercise this exceptional care. It is one great reason for the lack of destructive vibration in Hudson and Essex.

The fitting of the crankshaft into the main bearings is an example of similarly careful manufacture. All of the shaft's bearing surfaces have been ground, polished and lapped to a high finish and exceedingly close dimensions. An inspector now measures with a delicate instrument the exact size of each bearing surface.

These dimensions are forwarded to a department just across the aisle where the bearings in the crankcase are being installed.

With these measurements at hand, this department now finishes the main bearings of a certain crankcase so that they exactly correspond to the dimensions of the particular crankshaft. The individual shaft is then assembled into its mated crankcase. Corresponding care is taken with the finish and the fitting of the camshaft. These units, after the installation of a flywheel, now go to the final motor assembly line.



Testing pinion and rear axle ring gear to assure silent action.

THE HUDSON TRIANGLE

When there are practical garage men in the party, one of the most interesting sights in the tour is to see the cylinder blocks set upon the crankcase. In the ordinary shop, this is a laborious, temper-ruining job. The piston-rings simply cannot be persuaded to compress themselves all at one time so that they can conveniently be fitted into their respective cylinders. But here in the factory two men, equipped with the proper tools and facilities, are seen to perform the operation quite easily in just 30 seconds.

The motor assembly is now quickly completed. At the end of the line, the motors are lifted by a crane and swung into their place in the test room where they are run under careful supervision for several hours. After a trip to the inspection bench they are ready for installation in the chassis.

Scientific Methods Prevail

The party next proceeds to the department where transmissions are manufactured. The process includes cutting, heat-treating, inspection and a carefully matched assembly of parts. The whole system is a wonderful portrayal of automatic machinery and scientific knowledge, topped off by careful, expert workmanship.

First are seen the rough heat-treated alloy steel forgings from which the gears and shafts are produced. They are placed in an automatic machine which reams a hole through their exact center. Then this perforation is more finely finished on a broaching machine, and keyed. A half dozen men with a battery of automatic machines easily care for this detail of the entire Hudson and Essex production.

Immediately adjoining is a great room full of automatic gear shaping and cutting machines. Once the forgings are placed in them the machines do the rest. In one automatic, the metal is pared down to its proper size and circumference. Another machine cuts through the outer edge to rough-cut the gear teeth. Still others finish the teeth with greater accuracy and smooth off the sharp edges. At last the shining metal gears and shafts are ready for the finish heat-treating.

Tough and Hard

What happens in heat-treating cannot be set down on paper. Parts of the process are exclusive and highly valuable. But the gears and shafts may be seen undergoing two heat-treatments. Each part remains in a heat of a definite temperature for a definite time. When the parts emerge, they combine the characteristics of extreme toughness and wear-resisting hardness.

The next operation well illustrates the care which goes into Hudson and Essex manufacture. The gears and shafts are taken into a room shut off from all noise and confusion. Expert workmen go through the various separate pieces and select gears which operate smoothly and silently together.

Such care, to the best of Hudson's information, is wholly unknown in cars of its price class, or far above. So precisely have the gears been treated that any set of them would be entirely acceptable according to all usual standards. Yet in the test of selection the workmen exercise the utmost patience and care until they obtain a perfectly performing transmission.

Hudson's Own Axle Plant

The axle plant is a revelation in itself. Some years ago Hudson and Essex began the manufacturing of their own axles so as to develop their own ideas of strength and accuracy. The party sees that every piece of incoming raw metal is tested for hardness and strength. Great drop forging machines shape rugged rear axle shafts from bars of hot metal. The tough over-size front axles are shaped, finished, and hammer-tested for strength. Housings, shafts and pinions are observed to be of impressively large dimensions and mass.

Yet fineness of workmanship is no less present. A far greater accuracy is attained than is current in ordinary practice. Advanced heat-treating methods bring the bearing surfaces to long-wearing hardness. Gears are accurately cut and mated with great care. All bearing surfaces are unusually large. The results are quiet operation and a high degree of endurance.

The Final Assembly

In the final assembly is found the ultimate test of a motor company's manufacturing skill. It is to this point that all materials and units converge; to this division that all parts must travel on carefully scheduled time.

The party sees the frames fastened to the "chain." Axles and motors are quickly mounted. The growing mechanism then disappears into a compartment for an automatic painting and drying. As this process is finished, the half-completed chassis emerges to be lifted to a floor above. Here may be seen a small regiment of men. Each is a trained worker in adding his own contribution to the finished cars. They work briskly and steadily, but without haste or confusion.

Part after part is added to the growing automobile-to-be. A complete body appears from a conveyor overhead and is easily and quickly set down onto the chassis.

Running boards and fenders appear; carburetion and ignition units are installed. The conveyor moves steadily onward, and just ahead can be seen the end of the line, where the cars are driving off. Oil and gas are supplied; a man climbs in and starts the motor.

Now comes re-inspection. The most skilled employees scrutinize every detail; they examine the car as a whole. Small deficiencies are corrected. At last the official O. K. is given.

And under its own power, the finished automobile glides out of the factory and down an incline on its way to the loading docks. Once more a Hudson-Essex product is ready for the public.



A typical quantity-production machine. This giant multiple drill does an amazing amount of work with an equally amazing accuracy. It is operating on a grist of transmission cases.

HOW HUDSON-ESSEX LEAD *in* STYLES

*Influence Felt from the Earliest Days;
Sedan, Speedster and Coach Its Creations*

ALMOST from its inception Hudson has deeply influenced the automobile body styles for America.

It is no exaggeration to say that no other company has had an equal part in the improvement and development of the various styles which make up the typical automobiles of today.

At least three automobile body types which have become permanent were first sponsored by the Hudson organization, two of which were original in the thought and name, and the third adapted from a style of very restricted limits and transformed into one of the greatest selling cars of all time.

In addition to these definite achievements, the Hudson organization has done much to bring about the trend from the old high-rolling vehicles of a decade ago to the trim, stream-lined cars of today. Its influence has been steadily toward more simple design and cleaner cut lines.

Lines Suggest Fleetness

The Hudson tendency has been to create body lines which in themselves suggest fleetness and motion. When it is remembered that the entire history of automobile bodies, practically, has been written since Hudson started in business—with a roadster as its only model—the realization comes that the betterments have developed with startling rapidity.

It is only yesterday, as time goes, when body engineers were seriously discussing whether passengers should enter the cars from the side or rear. Enterprising companies brought out models of each sort to avoid all chances of public fickleness. Windshields, which came in later, were regarded as extra equipment, and rather hazardous at that.

Hudson's first great coup was in 1914 with the Sedan of the series of the Six Fifty-four. It was not alone the only car of its sort in the United States, but the name Sedan had never before been used in connection with a motor vehicle.

For one full season Hudson had the field to itself. Many doubts were expressed whether this type of car would survive. For if a man could afford an enclosed car, would he not inevitably wish a chauffeur too, and therefore a limousine?

It was a year before any other company cared to risk a similar model.

But Hudson had struck on an idea of great usefulness, and the Sedan steadily won its way to public favor both in style and in name. That leadership in Sedans Hudson has never lost.

Something of a similar triumph was scored with the Speedster in 1916. This was not an entirely original type of car; that is, there had been a few four-passenger open cars built on generally low, fleet lines. But the general impression in the industry was that the open car would be either a roadster for two or a seven-passenger carry-all for family and friends.

Hudson brought out the four-passenger car in quantities and named it a Speedster. As this came in 1916 along with the first Super-Six motor the body was launched under the most auspicious circumstances. Its success was not for a moment in doubt. The Speedster became by far the most popular car on the market. It developed a score of imitators.

Nowadays nearly every automobile manufacturer finds that his largest selling open car is the four-passenger model built on the general lines which were first perfected by Hudson. Probably no other body type has had so wide and lasting an influence in the design and construction of motor cars.

It has been just fundamentally right designs which have enabled Hudson to maintain correct and attractive styles without frequent and radical alterations in the lines and general aspect of the cars.

In Fundamental Good Taste

Styles in automobiles as in all other articles are essentially temporary, in accordance with the inevitable human desire for something new. Nevertheless the underlying laws of good taste and beauty are ever similar, and it has been by discovering and applying these principles to automobiles that Hudson has been able to establish a general character which has become distinctive and widely accepted. There is a consistency and harmony in the

appearance of all Hudson cars which has not been altered materially over a course of considerable time. In addition to establishing characteristic and attractive appearance, the Hudson body engineers perfected a number of details which were later to find wide acceptance. One of these was the use of four hinges on every door of enclosed cars, for greater strength.

Another thought of equal usefulness was the widening of doors, particularly in open cars.

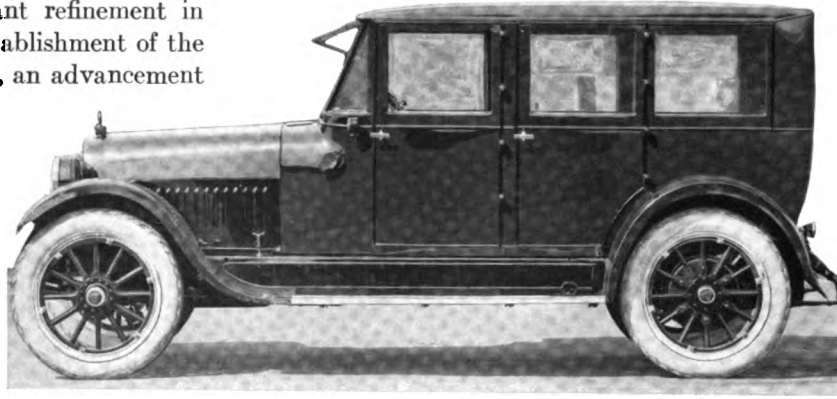


The first Hudson ever built. Notice the acetylene tank for lighting. There are a number of these 1909 models still in operation.



The first Hudson Speedster. Since it was pioneered by Hudson in 1916, there has been no necessity for changing its lines. Its attractive style has probably influenced the appearance of more open motor cars than any other automobile in history.

Still another important refinement in construction was the establishment of the sloping front on Sedans, an advancement which greatly improved their appearance. On open cars Hudson was one of the first to use sloping windshields in great numbers—a typical step in its program of building an appearance of movement into its cars. This betterment marked an improvement in the visibility and weather tightness of these cars also.



Hudson introduced the Sedan to the American motoring public, and it never has lost its leadership in Sedan styles and fine lines.

ganization had it to themselves. The Coaches became the most popular cars of the line. The demand grew rather than lessened; the public saw that a genuinely new idea of value was offered.

For the Hudson and Essex, the immediate result was that the 1922 production was in excess of 60 per cent enclosed cars. No

such a proposition had ever been known or thought of in the automobile industry. For the industry as a whole, not more than 20 per cent of output had ever been in enclosed cars.

The Essex Lines

When the Hudson organization determined to bring Essex on the market, one of the chief tasks naturally was to give it an appearance and a personality.

Successful as the Essex has been mechanically, there is no question but that a considerable part of its popularity has been due to snap and dash which the designers and builders were able to instill into its appearance. The Essex, when it first appeared for public approval, was not only brisk and lively in performance but in its appearance as well. It was an added satisfaction to purchasers to know that their car was different from other cars both in its operating ability and in its trim and business-like lines.

While these developments were going on, the motor car market itself was undergoing a fundamental change. Cars were becoming utilities rather than luxuries. Motor cars were being bought by the millions rather than by the thousands. Men found them useful—essential—in business.

The typical automobile owner was no longer the millionaire. He was more like, in the average, an aggressive young American with a firm demand for usefulness and a keen eye for values. Cars were no longer used mainly for cross-country tours in pleasant weather. They were wanted for everyday work.

The Greatest Success—the Coach

It was on this foundation that the Hudson and Essex developed its greatest success, the Coach. The designers of the Coach saw that the great need of the market was an enclosed car at a utility rather than a luxury price. The car, they agreed, must be staunch and enduring. It did not need any of the curves, reverse curves and furbelows of the conventional enclosed car.

And so the Coach was brought to view. Its inaugural was in the autumn of 1921, one of the dullest and most discouraging periods in motor car history. Yet its success was instantaneous. At first it was obtainable only on the Essex chassis. But to meet a determined demand it was offered a few months later on the Hudson.

Idea, design and name were entirely exclusive. For a year, the Hudson and Essex or-

Closed Car Demand Grows

Yet 60 per cent was not large enough to meet the demand, and the plans of Hudson and Essex for 1923 are to build probably 75 per cent of their output in enclosed models—three enclosed cars to every open one. Even in the growing preference for enclosed cars which the Coach brought about, this percentage is not far from a reversal of the experience of the industry as a whole.

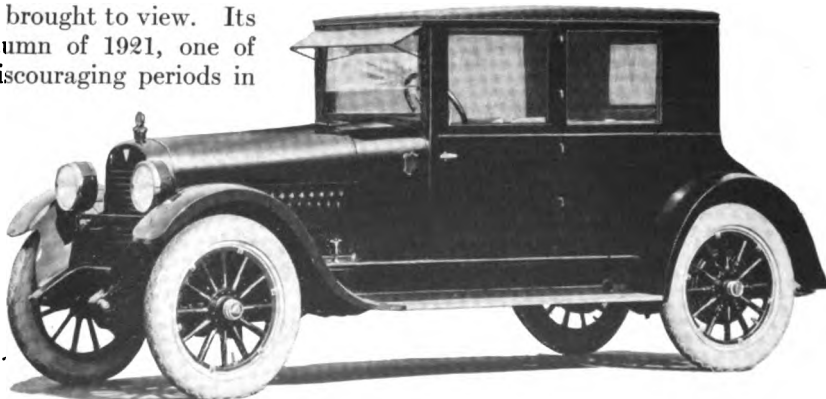
The reason is no longer in doubt; it has been officially found and stated by the National Automobile Chamber of Commerce. In a questionnaire of wide scope the Chamber sought to learn whether the average motorist preferred an open or an enclosed car. The results showed that 60 per cent preferred the enclosed type. They wanted it for utility, for weather protection, for general comfort and because women of the family asked for it.

A Car of Great Utility

Thus it was officially found that in the Coach a public want is being supplied—a car which has been designed for the great average of the public's requirements. The public is provided with a motor car which has excellent performance, long life, low upkeep, and a body which makes it useful as an all year car. And because the public responds to such utility in large numbers—it is obtaining a more favorable price than ever before for such quality.

In this type of motor car has been reached a vehicle which sums up all the principal requirements of year-round transportation. It is the type of car which serves best, and which therefore is a stimulating factor in bettering the business of the manufacturer who produces it, the dealers who sell it and the great army of motorists who use it.

Once again Hudson and Essex had sensed a motoring demand and had pioneered the way in producing a car to meet it.



The Hudson Coach, which with the Essex Coach has revolutionized the design, appearance and underlying purpose of enclosed cars.

HUDSON-ESSEX MEN IN THE FIELD

*One of Industry's Largest Organizations;
Exceptional Service is Assured all Owners*

ONE of the strongest and most aggressive selling organizations in the motor car industry upholds Hudson and Essex standards in the field. Both in merchandising ability and in service, these men have forged their way forward to leadership.

This distributor and dealer-organization covers the entire United States and many foreign points. Practically everywhere in the civilized world Hudson and Essex are represented by men of ability and resources.

This wide distribution of service and sales facilities is greatly to the benefit of the Hudson and Essex owner. When he buys a Hudson or Essex car, he is also buying an assurance that wherever he goes he will find competent and willing service for his motor car.

Proper Service Facilities

All through the motor car industry, Hudson and Essex distributors and dealers are known as substantial men in their business—the leaders in every city's Automobile Row. The typical Hudson and Essex dealer has proper service facilities primarily because his business has steadily prospered. His shop is modern and well-equipped; and his disposition to serve Hudson and Essex owners is no less outstanding.

Back of this service to Hudson and Essex owners is a Factory policy of never-ending encouragement and assistance to every dealer in maintaining proper service.

The Factory itself serves as the primary source of adequate service. It has a Service Building of immense size and modern facilities in which are stored great stocks of service parts and materials.

Parts at a Uniform Price

These parts are furnished at a uniform price, and this list is obtainable from the Factory by any owner. In every section of the country, the price of Hudson and Essex parts is the same to the buyer. The Factory has a force of men continuously on the road assisting dealers in maintaining their service facilities at full efficiency.

Hudson and Essex dealers have ever before them the

thought that the back door of their establishments, where they receive customers for Service, is of superior importance even to the attractive salesrooms for which the Hudson field organization is notable.

The aim of these adequate Service Stations is to assure every Hudson and Essex owner that his car will be cared for promptly, willingly and at a moderate price.

Building Good Will

And this is true whether the owner is in his own home city or miles away from it; whether he is on a main-beaten path or in the more sparsely settled sections of the country. Hudson and Essex dealers everywhere are keenly aware that their future prosperity is in the hands of the public, and that public goodwill is most effectively built on a general high standard of service to all Hudson and Essex owners.

Hudson and Essex have been fortunate in retaining the full and continued loyalty of their dealers and distributors. Fourteen years is a long time in the automobile business, yet a great proportion of Hudson's early dealers have remained straight through with the organization.

In other cases, dealers started out with the Hudson or Essex as a sideline, but soon came to find that this account was more important than their original business.

Handle Hudson-Essex Exclusively

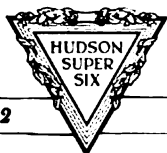
Especially since the Essex was brought on the market, an ever increasing number of the dealers have decided to handle the Hudson and Essex line exclusively, thus offering a wide choice of automobiles over a large price range and at the same time assuring themselves of a single standard of value and worth in the products sold from their establishments.

The final test of fair dealing in all lines of business is the degree of inclination which each of the parties has to continue the business relationship. On this basis, the relations of Hudson and its distributing organization rest on a plane unexcelled, if equalled, in the industry. More than ninety per cent of the Factory's product is sold through organizations which have been with Hudson eight years or more.



Two entire floors of this great six-story building, one of the largest divisions of the Hudson and Essex factory, are devoted exclusively to Service.

THE HUDSON TRIANGLE



and
Essex Topics



Vol. XI. No. 2

ONE COMPANY - ONE POLICY - ONE PUBLICATION

February 1, 1923

BUILDING SALES ON SERVICE

*Chicago Erects New Home With 90 Percent.
of its Space Devoted to Improved Service*

NINETY percent. of our new building is devoted to Service because 90 percent. of the automobile business of today is built on Service.

Selling new cars is easy enough. The problems are to keep owners happy and to dispose of used cars.

Flat-rate service is here to stay. We're using it.

Front doors are useful enough—but it is the back door that makes or breaks a motor car business today.

These are a few sentences of J. R. Histed, General Manager of the Hudson Motor Car Co. of Illinois, explaining the why and wherefore of its fine new showroom on Michigan Avenue, Chicago.

If they wished, the officials of the giant Chicago concern might elaborate on the beauty and size of the quarters, for it is the largest single retail motor car establishment in the world. In architecture, in furnishings, in rich but simple atmosphere there are very few if any establishments anywhere which excel it.

Nevertheless the principal expenditure of brain power has been on the items of handling used cars and giving service. In these two respects, Chicago has shown a constructive understanding which carries its lesson to all automobile retailers, large or small.

Meeting Actual Facts

The new building replaces three former establishments, and unites the activities of the Illinois distributors under one roof. When plans for the building were first considered Mr. Histed and his principal business associates made a careful personal study of many other first-class motor car stores.

This involved considerable travel, but it was felt that the planning and construction of the new home were of sufficient importance to warrant every possible care. The result has been that a home for the company has been established which will last for many years and which meets the actual facts of motor car selling today.

To carry into full effect the underlying ideas of the new home, a flat-rate basis for service charges has been installed. It is based on experiments covering many months and its workings have been found to be even more satisfactory than had been thought possible.

Service is more prompt than ever before. The methods installed allow new standards of economy and satisfaction. Let us say that an Essex owner wants a repair job.

He drives to the service entrance at 2221 Wabash Avenue—the building is a block deep, from Michigan to Wabash. If it is a slight matter, the owner is taken care of in a special quick service shop located near the entrance. This while-you-wait department can turn out 30 cars an hour or more. It occupies a space of 100 feet square. The list of jobs it can handle is astonishingly large. Flat-rate prices apply, and the bill is ready before the job is finished.

Owner Told About It

Larger jobs start almost at once for the upper stories. First however the owner is interviewed as to the needs of the car and a slip made out for the mechanical departments as to the operations required. The owner is told then and there what the job's cost and time required.

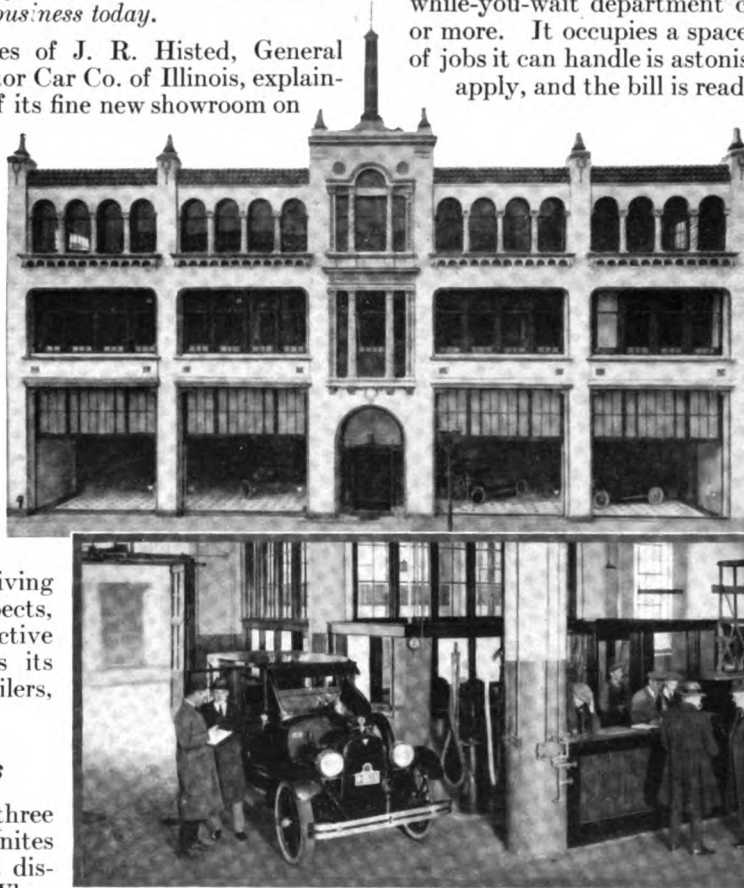
The typewritten instructions now go to the service superintendent by pneumatic tube. By the time the car arrives after its trip up the ramps the service force is ready to receive it and start it on its way.

As a matter of sub-dividing work, the parts and

necessary tools are laid out with every job, this data being obtained from the work-ticket. Mechanics spend no time in tool or parts chasing.

The equipment for service work is unusually complete and modern. Much of it indeed is practical only in shops where a great quantity of work is done. Some of the divisions have machinery suggestive of a factory. The area of each of the concern's three floors is approximately an acre. On the upper floors there is an abundance of natural light, supplemented by a shadowless electric system.

The Service Department is entirely separate from the used car rebuilding division, as in a concern the size of the Hudson Motor Car Co. of Illinois this permits an



ABOVE: Michigan Avenue view of the new home of the Hudson Motor Car Co. of Illinois. BELOW: The all-important service entrance

THE HUDSON TRIANGLE AND ESSEX TOPICS



There is a Straight-Line walk from the front door to the room where used cars are attractively displayed and sold

improved organization and division of labor. It is a principle of Chicago management to keep used cars to themselves; they make their own records and pay their own freight.

Instructions for Each Job

A vital part of the flat-rate system in the Service department is that the management has been able to find very accurately the time required for various operations. Each of these operations has been worked into its separate items, and typewritten instructions are issued to the mechanics as to the exact steps they shall follow in completing each individual job. As the men become accustomed to these set methods, the time required for the various jobs is progressively reduced—this without overworking the men or letting down on the quality of the work produced.

To keep a constant check on time and costs, each operation in every job is recorded by a timing device.

One of the most important factors in the high character of the service work is the type of men employed. To maintain the standard of employees, the working quarters are kept pleasant and clean. Washing and shower facilities are provided which allow the entire force to clean up after work in 10 or 15 minutes. The working quarters, located on the upper floors, have an abundance of natural light and first-rate ventilation.

No Delay to Customers

As each repair job is completed, care is taken that the owner shall suffer no delay in receiving it. The various cars go through on schedule; a job promised at 4 p. m. on Tuesday is ready on the minute. Where there is an unavoidable delay, the owner is notified by telephone; in this way disappointments are prevented. By the pneumatic tube system, the car ticket with the amount due is waiting at the service door by the time the car itself is ready for delivery.

Aside from the pneumatic tube, an interior telephone system assists in keeping the various departments in close touch with each other, and does away with a vast amount of miscellaneous running around.

Throughout the Service Department, both men and methods are employed which assure the owner of quick, economical and satisfactory attention. There is not the slightest doubt by the Chicago management that this will bring many repeat orders from Hudson-Essex owners.

In selling used cars, a system has been worked out which should be applicable anywhere. Used cars are displayed—not crowded into a back room. There is a straight-line entrance from the front door to this used car department. Before cars are shown they are put in condition so that they can be sold with assurance. Cars which cannot be put into reliable condition are disposed of outside—and are taken in at prices which make this possible.

Cars Sell More Readily

Formerly, used cars were handled in separate quarters. It has been found that in the present establishment, the customers are less disposed to haggle on used car prices. The atmosphere of the store does not encourage it. The cars sell much more readily than before; one car which had stood in their old used car salesroom for weeks was sold at \$750, after attempts to obtain \$450 for it in the old quarters had failed.

The buying of used cars is the direct responsibility of the department superintendent. His valuation is always final; and conclusive.

No other official will consider modifying it under any circumstances.

This whole system of buying, re-building and re-selling used cars is regarded by officials of the company as one of the most desirable results of the new establishment. About 100 per cent. more prospects visit the present used car showroom than went to the old separate quarters.

One of the important effects of the new home has been the brightening of the spirits of the whole organization, from the president down. The whole working force is proud of the new home; they see that it hits the mark in the modern merchandising of cars; they are imbued with the idea that future business is to be built on service to owners. It has been much easier to build new business habits than would have been possible in the old quarters.

Aside from its practical side, the new building is one of the handsomest show places in Chicago. In architecture it harmonizes with other buildings near it, yet is large and distinctive enough to be itself. The new car salesroom is attractive in furniture and fittings of appropriate taste. There are no unpleasant lights and shadows on the cars on display. One or two salesmen are always on the floor; others are busy in a mezzanine gallery above; still others are calling on prospects.

Business Enjoys Great Growth

In the past four years, the business of the Hudson Motor Car Co. of Illinois has greatly increased. When a new home became a necessity, great care was taken to obtain one which would exactly serve the present-day needs of retail selling; and this meant designing and constructing a building rather than buying or leasing one.

The influence of the new establishment is expected to be felt throughout Chicago and the metropolitan territory. The present system of metropolitan dealers will continue.

The opening of the new building was a striking event in public attention which it attracted. The Chicago newspapers and the technical press have given the new establishment similarly flattering attention.

SELLING 125 CARS IN TEN MONTHS

San Francisco's Prize Salesman Visits Factory and Shows; Gives a Few Tips on How to do it

SALESMEN—real salesmen: Meet Mr. W. F. McDonald, one of the star performers for the H. O. Harrison Co. of San Francisco.

With his team-mate, Dan Stafford, Mr. McDonald won a trip to Detroit and the New York automobile show for the best showing in a six months' sales contest. Mr. Stafford was unable to make the trip because of ill health.

While he was at the factory in Detroit, Mr. McDonald was cornered long enough to tell the Triangle how he works. As he has been in the business since 1909 his pointers aren't those of a theorist; they are definite, practical, useful. Here are his sales views:

Q. What is the greatest essential in selling 125 cars? **A.** WORK—the ability to work intelligently on a definite plan.

Q. What are the salient features of selling? **A.** The product, the factory behind the product, knowledge of the product. The house is highly important too; there is greater harmony in our organization than any other institution I ever knew. Everybody works together.

All Work Together

Q. What is the feeling between Sales and Service? **A.** Fine. Each department knows of the workings of other departments. Mr. Harrison knows how to bring his organization together and keep them satisfied.

Q. Do you have used car salesmen or do new car salesmen also sell used cars? **A.** We have both used car men and new car men. The new car men also are supposed to sell as many used ones as they can, too.

Q. How do you get your prospects? What is the most logical field? **A.** OWNERS—absolutely. An intelligent salesman when he has sold a man, should also have sold himself so that the man will come back to him for future cars and refer his friends to the salesman. *The greatest field is through owners.*

How Owners Help Him

Q. Do you keep in touch with your customers? **A.** Yes; and in a definite way. It is a poor month that I don't get two or three sales from their tips.

Q. How many of your sales are made outside of the salesroom? **A.** About 75 to 80 percent.

Q. How many came directly through owners? **A.** I would say a big percentage directly and of course very many more indirectly. I dig up new ones too.

Q. Do you use owners' endorsements? **A.** Yes; almost unconsciously use them in every sale.

Q. Now about the product—A. I don't think there is any excuse for not selling the product. They are certainly the greatest cars in their price classes, Hudson and Essex, and we have a car for nearly everybody, wealthy

or not. The Essex is really more economical to operate than a great many so-called cheaper ones. In the Super-Six we have one of the finest motor cars in the world.

Q. How do you start the day's work? **A.** I am on the job at 8 A. M. or before and work ten hours a day. I have a definite plan or outline each morning and follow it through as closely as possible.

A Sale a Day

Q. What is the greatest number of cars you sold in one day? **A.** Never more than three. I sold 13 in 13 consecutive days. It was an accumulation of effort—like a tree full of fruit all ready to be picked.

Q. How do you keep track of your prospects? **A.** The house has a definite follow-up system. They are listed and every morning each man has on his desk a list of his prospects for that day.

Q. Is there any one line of argument that seems to go well? **A.** In the beginning I try to find out what the prospect wants and fit him as closely as possible. Sometimes he thinks he wants something that doesn't fit his requirements, and I try to sell him what he really should have.

Q. What part does price play? **A.** A big factor, a most outstanding feature.

Q. What do you think of next year for closed cars? **A.** Bigger market than ever. You know, we sell a lot of closed cars in San Francisco. The coaches have been a wonderful sales proposition and their popularity is growing.

Talks Organization

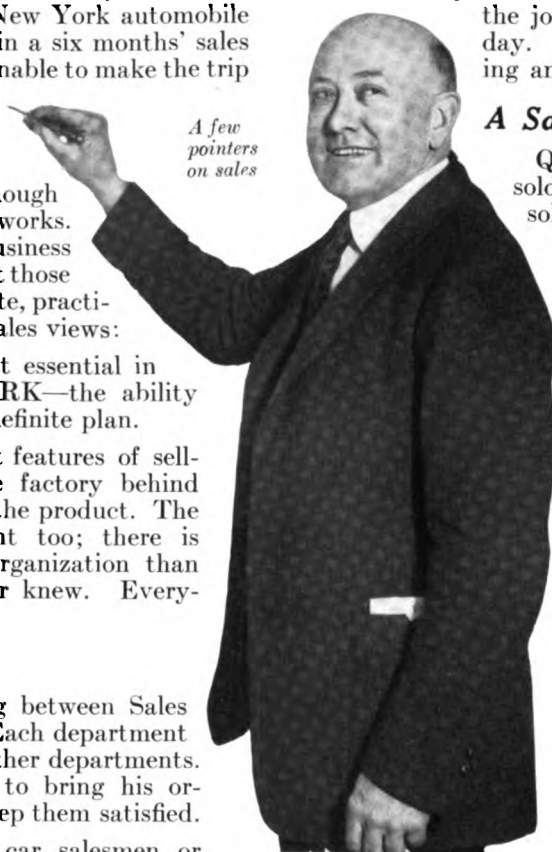
Q. Do you talk organization much? **A.** Absolutely. The customer's ultimate satisfaction depends upon the house and the service it will render.

Q. If I as a customer should say, "What kind of a clutch have you got?" **A.** I would say that we have used this clutch 10 years and never had to change. I would refer to the number of cars on which it has been used. Then I'd ask to demonstrate its performance; that's the way to answer technical questions.

Q. Suppose I'm not convinced? **A.** Well, if you know anybody that has driven a Hudson or Essex, hit the telephone and ask them what they think of it!

Q. What do you think of the Sales Manual? **A.** Never saw anything better. It gives a salesman a knowledge of the product and by loaning it to a prospect, gives him a chance for another meeting.

Now, to sum up from the retail salesman's standpoint: We've got the products, the knowledge of the products, and that knowledge spread broadcast through advertising; we've got price as well as value. More than that we've got a reputation that sells goods itself. We ought to push these sales totals way high.



A few pointers on sales

W. F. McDonald, Who Sells a Car about every other day in the year.

Resident Dealers: Hudson Fleets: 1923 Volume

RESIDENT dealers, says E. V. Stratton of Albany, can be signed in any kind of climate and any kind of weather. Take the case of Malone, N. Y., situated in the far northeast end of the state. Despite January weather Mr. Best of the Stratton wholesale department closed nine resident dealers and sub-dealers around there in four days. That gives the Stratton organization a representative in every town of 500 or more, and in several below that.

* * *

AND leave it to Fred L. Brown, resident dealers do bring in business. Mr. Brown is the wholesale manager of the Botterill Automobile Co. of Salt Lake City. Last September, a resident dealer was appointed in Sunnyside, a mining camp. In the first ten weeks, there were delivered into Sunnyside nine cars. The Sunnyside resident dealer is William Reed, and he works under the general direction of the Utah-Carbon Co. of Price, Utah. By the way, garages are scarce in the whole district, so that the Price dealer, Mr. Lloyd, now offers to sell 'em as accessories on usual time payments.

* * *

Hudsons are up to their old tricks of setting economy and endurance marks in Chicago. The Checker Cab Co. of Chicago has a standing order in for every Hudson town car and Limousine which the Hudson Motor Car Co. of Illinois accepts in trades. They stand up under the severe conditions of Chicago taxi service better than any other car used. A considerable number of chasses and brand new limousines also have been sold them.

* * *

THE Speedometer is the name of a bright house publication just brought out by Dickinson Motors, Inc., of Shreveport, La. It is a mimeographed message to the whole working force. Here's a thought from them:

To break even, each Hudson and Essex salesman must sell one and three quarters as many cars in 1923 as in 1922. The price of the cars has been cut and cut again. That means we must sell more units. But—

On the other hand, sales are easier to make. Men who could not have thought of a Hudson or Essex are now hot prospects. Take advantage of our biggest drawing card—PRICE. Explain how the greatest real values in motordom may now be bought at low original cost.

More prospects. More sales. More Owners. More come-agains. More pep. Keep a little private check on yourself. What did you do last year? DOUBLE IT!"

* * *

HAL BRACE of Kansas City has a way of finding new Hudson or Essex owners who arrive in his territory to live. Then he sends them this letter:

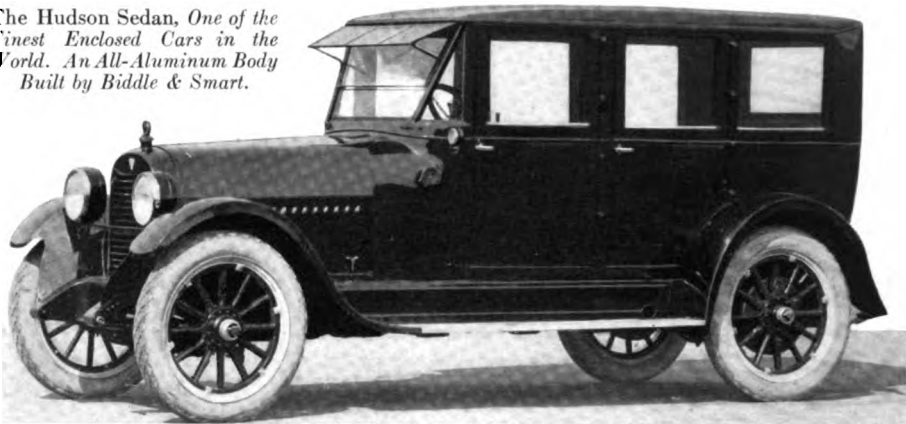
We notice that you are driving a Hudson or Essex (Type of Car) and desire to extend to you the service and courtesies of our Service Department.

We take this opportunity to welcome you to the (family or city) and to advise that your name has been placed on our mailing list, through which you will receive helpful information from time to time.

Very truly yours.

Biddle & Smart: What the Name Means New Hudson Sedan Practically a Custom-Built Car

The Hudson Sedan, One of the
Finest Enclosed Cars in the
World. An All-Aluminum Body
Built by Biddle & Smart.



"THE body is by Biddle & Smart."

When you tell a prospect that, do you convey to him the full importance and meaning of your statement? Do you make him realize that the body of the Hudson Sedan is built by a concern which for nearly a half century has engaged in the finest quality of coach and automobile body construction?

Biddle & Smart's establishment is located in Amesbury, a small city in the Merrimac valley of Massachusetts. It is the important industry of the town. For many years the most skilled artisans of the vicinity have found employment there. Horse drawn coaches and carriages of the highest type were its products for many years. After the New England manner, fathers worked at their trade all their lives there, and then saw their sons begin their apprenticeship.

The products are practically custom-built. Into them go the individuality and the skill of the workmen. The aluminum panels are hand shaped to the framework. The decorative moldings are rolled in. The word craftsmen has been much over-used of late; but the men at Biddle & Smart deserve the term, for they are masters of the craft of carriage building.

The present Hudson Sedan is a possibility at

its present price because of an exceptionally advantageous arrangement made by Hudson with Biddle & Smart. The entire working force is now devoted exclusively to the building of this one type of body. And thus without in any way letting down on materials or grade of workmanship, Biddle & Smart is able to produce at a hitherto impossibly low price.

Hudson distributors and dealers may tell their prospects with perfect confidence that the present Sedan is in every way equal in quality to the touring sedans and limousines of other days. It is a commercial possibility only because considerably more Sedans are now being sold than the total number of the former various models.

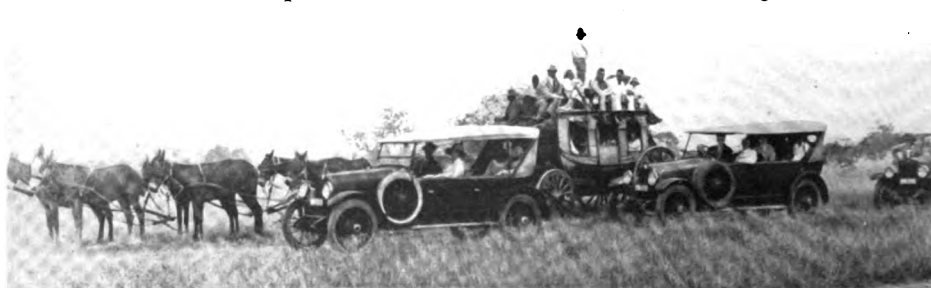
And not only is it luxurious in body and fittings, but it is powered by the finest Super-Six engine Hudson ever built. The public will not realize the car's remarkable value and price unless these facts are brought home to them.

In this Biddle & Smart Sedan, Hudson distributors and dealers have one of the very finest and most aristocratic enclosed cars in motordom.

When you as dealers know the full meaning of the name and quality of the work, you will realize what a wonderful sales point you have in the statement:

"This body is by Biddle & Smart."

With Hudson-Essex on the African Veldt Pioneer Transport Concern Finds They're Best



Zeederberg's famous Overland Transport, past and present. Hudson and Essex cars are equal to the difficult operating conditions.

HUDSON and Essex cars always have had an enviable reputation in South Africa. Over the roughest roads they have consistently scored impressive operating records. That goes both for racing and for every day use.

One of the large stage operators from Kimberley far into the interior of Rhodesia is the firm of C. H. Zeederberg, Ltd. This concern has con-

sistently given its preference to Hudson and Essex cars because it has found that they can stand up under the most severe running conditions.

The photograph shows a part of the present Zeederberg motor equipment, together with an old time mail and passenger coach which used to dare the run between Mafeking and Salisbury. It was manufactured in Racine, Wis.

THE HUDSON TRIANGLE

and
Essex Topics

Vol. XI. No. 3

ONE COMPANY - ONE POLICY - ONE PUBLICATION



March 1, 1923

Sales Advantages of THE FLAT RATE SYSTEM

By HARRY G. MOOCK, Sales Manager

THE Service Department is now presenting to dealers a Flat Rate System of charging for maintenance work on Hudson and Essex cars. It offers the plan as an advanced, business-like method of conducting your service division.

Allow me to urge its acceptance by you as one of the surest and most certain means of enlarging your Sales. To my mind, the most effective way of building public confidence is to have the word get around that you offer your owners an exceptional grade of Service.

Your owners will then become your best salesmen, and steady business is assured.

Now as to the Flat Rate system itself.

First, it obviates all arguments. Your owner asks about a certain job. You tell him how much it will be, and I assume, of course, that you sell him on the fact that your price is right. Then if he orders the work, all arguments are off.

Second, it follows the established practice of business. Would you buy a hat, a house and lot, or a United States bond without knowing *in advance* what it would cost you?

Third, it is sound economically. Your greatest profits will come from lowered costs and larger volume.

Fourth, it is not your own shop alone that affects your business. It is a great constructive sales argument to say that Hudson - Essex service prices are uniform everywhere, the labor market considered.

The Flat Rate studies which are offered you are the result of careful experiments in a shop equipped by average

tools and manned by average mechanics. If you have extra good men and tools you may be able to beat this time; if so, more power to you. By offering your men premium-pay, as we recommend, you can attract and hold extra high class men because their exceptional skill and work will be worth something to them.

In urging this plan, I am not insensible of the fact that Hudson and Essex dealers, almost without exception, have been giving first-class service. It is quite possible that the buyer of Service under the new plan will not always obtain a better deal than he does now. Nor is it my idea to urge free service, for I am absolutely opposed to that policy.

But in Flat Rate, there is a great sales advantage founded on some of the fundamental facts of human nature. Flat Rate makes your service attractive to the buyer. It is a better way of selling service. It is so much better that I am certain that every dealer who uses it a year will never go back.

Flat rate takes the guess out of service.

In the Hudson and Essex we have two exceptionally meritorious cars from a mechanical standpoint. They wear out slowly. And they are accessible for work when service is necessary. Having these mechanical advantages shouldn't we adopt a business policy which capitalizes them? Shall we neglect one of the best sales points we have?

Flat rate, in my opinion, has so many advantages that the distributors and dealers who accept it will find themselves most handsomely rewarded.



Guess I'd better take those Rubbers too

HUDSON PRESENTS FLAT RATE SYSTEM

*Brings One Prices Plan to Service
Business; Makes New Buyers
and Pleases Old Ones*

TO its distributors and dealers, the Hudson Motor Car Co. is presenting a Flat Rate System of charges in the service department.

Correspondence and data on this new Sales-and-Service Builder have gone forward, and should now be in the hands of practically every distributor and dealer who has a service establishment.

It is offered with the earnest recommendation of the Hudson Motor Car Co., in the belief that it is a sound, constructive step in the advancement of motor car selling.

Four important advantages present themselves:

First: The plan eliminates arguments with owners as to service costs. For as the price is agreed upon in advance there can be no question as to whether it should be cheerfully paid.

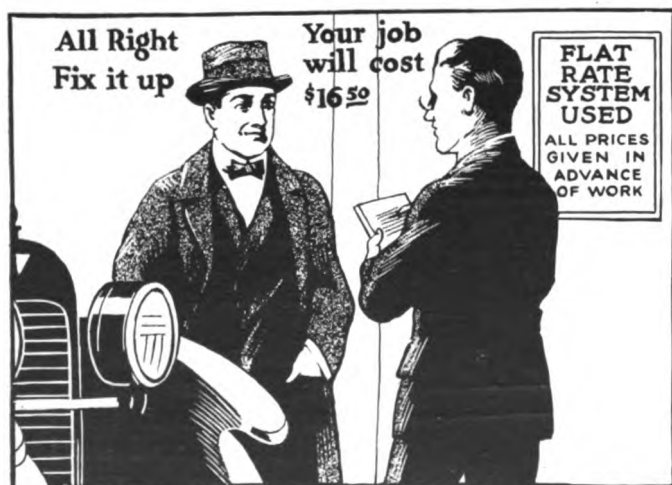
Second: It will build good will and help sales. Owners will tell their friends of it and thus an important new sales point will be created.

Third: It tends to increase the efficiency of the service shop. Profits will be made on efficiency, rather than on charges, which include the results of inefficiency.

Fourth: Flat Rate charges will encourage owners to have their cars better cared for, and thus it will increase the volume of service business. It will make service much easier to sell.

There is also the all-inclusive advantage that Flat Rate follows the familiar, all-but-universal laws of business.

Flat Rate removes uncertainty; and uncertainty is the most fruitful source of suspicion in business. It applies the One Price principle to service.



*Advantage No. 1
There Can be no Arguments*



*Advantage No. 2
Owners Tell Their Friends*

The Plan itself, submitted to dealers in the form of time studies for various jobs, has been worked out in a Factory service station in Detroit. To avoid self-deception the shop management used average tools and average mechanics. Experiments covered enough jobs to arrive at an intelligent average of conditions. It is earnestly felt that the time submitted for the various jobs can be equalled in any efficient shop, and possibly excelled by organizations of long experience.

Eliminates Duplication

It has one characteristic which makes it of particular value to owners. That is, the so-called "multiple-approaches" have been eliminated so far as possible. In some Flat Rates, these "multiple approaches" are so arranged that customers are often grossly overcharged.

For instance, it may be necessary to go through certain preliminary operations to get to, or "approach," a clutch job. Some of the very same operations also are necessary to "approach" the transmission box. In some Flat Rates the customer is charged for two separate "approaches." That is not the case in the Hudson-Essex system. Groupings are made of the various jobs so that duplication is minimized. The customer gets a square deal . . . Now that situation can be handled so that the Flat Rate service station as well as the owner will benefit. It's this way:

The write-up man in every service station should explain this situation to each owner, and thus show him that if operations are necessary on the transmission, it will be economical for him to have the clutch looked into also. Or when carbon is removed, that valves possibly should be ground and the motor generally tuned up.

A little salesmanship—a little explaining to the customer what is offered to him and why it can be offered—should not only result in immediately increased service business, but should definitely build goodwill also.

MODERN SALES - AND - SERVICE BUILDER



*Advantage No. 3
It Builds Efficiency in the Shop*

There are many other effective methods of Service Station salesmanship which fit in with the spirit of Flat Rate Service. For instance, Guy L. Smith, the distributor at Omaha, Neb., makes the tuning of motors a specialty at a bargain price. It serves the same purpose as a "leader" in any mercantile line. Many distributors find it profitable to give the car a wash on every service bill over a certain amount, or to charge only for parts on minor jobs. Such goodwill builders are especially effective when combined with the Flat Rate, though not necessarily a part of it.

For the guidance of distributors and dealers who may wish special information on the Flat Rate plan the Factory service department will prepare for a prompt reply to all inquiries. Where it is advisable, field men from the Factory will help distributors install the plan.

Easy to Install

It is believed that distributors and dealers will see that it will be quite possible for them to work out their own methods so as to meet the time on the various operations. The time plan in fact has been fixed with the idea that its adoption will not be difficult.

In many cases, dealers may now be excelling the time for the various jobs. In this case they are without doubt entitled to the rewards of their extra efficiency.

Where it seems impossible for firms to meet the general level of the list, it may be well for the executives to check carefully into the efficiency of the shop. Such a situation, it is felt, will show that for some reason present costs are too high. This may be due to tools, to mechanics, or to layout and supervision.

One of the great advantages of this Flat Rate plan is that it will give each dealer an opportunity to study and check the efficiency of his own plant. It is of course out of added efficiency that the great profits in any business are made.

One of the large service stations of the country, Chicago, has found it profitable to standardize every operation on the car. The Service Manager has studied until he has found exactly the right way to perform every standard operation. Instructions are printed which tell the mechanics the detailed steps of each job.

Friends Made at the Back Door Bring Stream of Customers To the Front One

Every job of that sort is done in that particular way by every mechanic, regardless of his personal preferences. The instructions are explicit, and the men are checked to see that they follow the standard plan. This plan has resulted in a steady reduction of time required for practically every job which the Station performs.

This idea of course is similar to manufacturing methods in an automobile plant, and the Factory can recommend its essential soundness. It will result in lowered costs and increasing profits.

Finally, the Flat Rate system is made flexible because it is based on *hours*, not *dollars*. It recognizes that labor charges are different in various sections of the country, so that service prices quite adequate to assure the dealer a profit in some districts would be wholly insufficient in others.

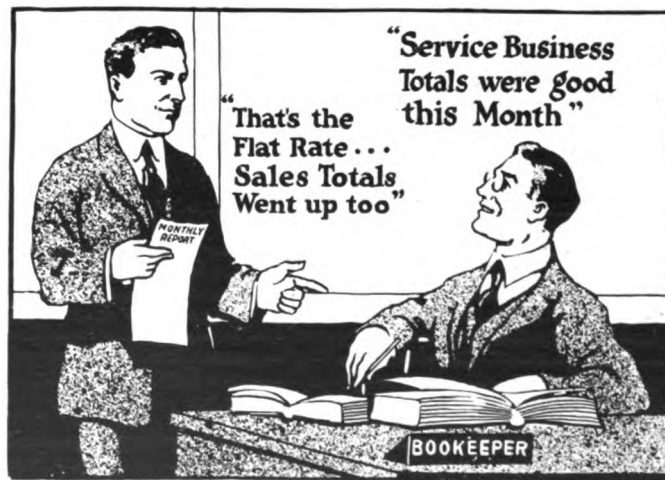
Designed for Fair Profit

The Hudson-Essex Flat Rate, while it makes Service better for the owner and easier to sell, is meant to assure good business-like profits in the Service department.

But it recognizes too the broader aspects of Service work. It recognizes that the service department of a motor car business is not a separate institution; it is part and parcel of the general retail establishment. An owner who is pleased at the back door will come around to the front when he wants a new car. The reverse of that is true too, though it is not so pleasant to think about.

And so the function of a Service Department is not simply to repair cars and earn profits; its broadest usefulness is in retaining all the business which the sales department has brought in—and to add to that business.

With the two departments working in harmony, the whole business will flourish. And in making Service a business builder, the Flat Rate system of charges is destined to be no small factor.



*Advantage No. 4
It Will Increase Service Business*

SELLING FLEETS *on* NO-DISCOUNT

Rochester Salesman Who Sold 34-Unit Fleet, Delivers 62 More Cars To Same Concern

HOW can we develop fleet business without granting discounts? What is the difference between selling a corporation 62 cars and an individual a single car? How should a salesman go at the job of selling a fleet order?

Those questions, and a lot more like them, have now been answered by C. H. Pritchard, the retail salesman of Rochester, N. Y., who recently presented the firm of Alling and Miles with a single order for 62 cars. In all he has sold 96 Hudson and Essex cars to this one company.

This great fleet—one of the biggest known—was sold by Mr. Pritchard to one of Rochester's largest public utilities. *And it was sold on a business basis without a cent of discount!*

When Mr. Pritchard visited the factory lately with a party from the Alling & Miles territory, he consented to tell how he went at the deal and what points finally closed it. Mr. Pritchard's advice is this:

First, sell the cars, not to the purchasing department, but to the officials of the department which are to use them—sales manager, transportation manager, etc.

Second, figure out a way so that experienced automobile men or engineers can look over the Essex construction. They can see, he says, where it is the most economical, enduring car on the market.

Third, when you've sold these facts thoroughly you won't have to grant discounts, no matter what competition may offer.

Tried Three Times—and Landed

"I tried three times before I landed that first fleet order," said Mr. Pritchard. "Essex prices were higher then, and I had a job on my hands to show how it could offset the lower first costs of other makes. But finally, the corporation was induced to put in one Essex in its mixed fleet.

"That car was given to the roughest driver the company had. It was pushed day and night. It wasn't spared in any way and its costs were closely kept. The result was it proved itself the most economical car the company had."

"It opened the way for our next order which was for 34 Essex cars, and later for the order which is just now being delivered—62 cars which completely standardizes their company. The order included one Hudson Sedan for the General Manager, and 61 Essex cars—20 tourings, 20 Coaches and 21 chassis for special pick-up bodies, making nearly 100 cars in all.

"Why were they willing," Mr. Pritchard was asked, "to pay the list price on the Essex in preference to other cars with discounts?"

Essex Quality Overcame the Discount

"That came about," he replied, "through the exhaustive study by their engineers of the Essex chassis. They were thoroughly convinced that the product was superior to anything they were using, having in mind the maintenance and operating cost. *They saved so much on the operation of the Essex car that it far outstripped the amount they could have saved by a discount.* Service was a big argument, too. We are well equipped for service, and are servicing these cars for three months, as we do all owners.

"I maintained that we could not give them that service unless we had our profit. We could not do business for nothing and board ourselves. I could have had the order earlier but I did not feel the business would be valuable unless we were able to make our profit. The used cars I considered very carefully. I gave what they were worth, but not any more."

"My Essex Sales Manual went into the hands of Mr. Miller, the head of the transportation system, and he still has it. I went into his office two weeks ago and he had a man at his elbow, explaining to this man the construction of the Essex cars by the use of my Manual. And this man happened to be the head of another large organization. I hope later to sell him on the Essex.

"I am going to bring Mr. Miller to the factory. I want to keep him sold. It is one thing to get a big piece of business and another thing to keep it. I have been asked by competitive dealers what it cost to secure this order. It is gratifying to say not one cent.

Worked Through the Right Man

"I didn't work through the Purchasing Department, because in big organizations the Purchasing Department does not always take everything into consideration. I worked with mechanics in their transportation department. I had to prove that we had a simpler, finer construction, a more complete job—more service for less money. Once I got the approval of the mechanics, it helped a great deal with the approval of the 'higher-ups.' My work with the Purchasing department was principally to go in and have the Purchasing agent put his name on the order."

"What is the difference, Mr. Pritchard, between selling to a corporation and an individual?"

"Not a great deal. But you have to have more facts on the tip of your tongue. They are eager for every technical fact. The principal question is, how much are we going to save?"

"Who was the first man you called on?"

"The head of the Transportation Department. I did not have to go much higher. We sold the rest of the organization through him."

"We have found the presence of the fleet on the streets a wonderful advantage. Everyone notices them—can't help it. I have sold a great many cars as a result of that order. The drivers themselves have purchased cars. When I was turned down the first two times on the order, and when they purchased other cars, I still had as kindly a feeling toward the head of the department as ever."

Played the Game Square

"When the order was placed two or three of their big men told me that was one reason why the order was placed; that everything I had said was true and they could rely upon it.

"How did you take care of the used cars in the deal?" Mr. Pritchard was asked.

"That involved a real business problem. My first principle was that we would not accept them at anything over their actual valuation; that is we would give no indirect discount to obtain a volume order. It struck me that the best market for the cars would be the men and women in the concern who knew of their use.

"So we offered the cars first of all to the employees of the concern. We had the co-operation of the concern's officials, and so their employees obtained some real used car values. That was in my first deal with them; in the present instance, all parties are anxious to follow the same practice.

"Selling is a business, not a game. Systematized efforts, plus a good product and constructive policies, are the underlying factors of success.

"The main thing is to win the confidence of your man. After that you only have to show him you have the right product at a fair price.

"You can never know too much about your product. I do not want any man to ask me anything that I cannot intelligently answer."



*C. R. Pritchard, who Sold a Total of 96 Cars
to a Rochester Utility Concern.*

THE HUDSON TRIANGLE



and
Essex Topics

Vol. XI. No. 4

ONE COMPANY - ONE POLICY - ONE PUBLICATION



March 15, 1923

A DEFINITE OPERATION FOR A DEFINITE PRICE

By HARRY G. MOOCK, Sales Manager

REGISTRATION figures for 1922 show that approximately sixty per cent of the production was absorbed by replacement buyers. That is, two-thirds of all sales were made to owners of automobiles and one-third to original purchasers—and therefore the growing need for keeping Mr. Owner sold.

With the bulk of business coming from the experienced Mr. Owner and the balance being deeply influenced by his opinion, the dealers of the country must be ready to give him what he wants, when he wants it, in the way he *likes* it!

It is time to study your owner. If he likes you, he'll tell the world. If not he'll do the same thing—but louder and oftener. In either event the world will listen!

Let us stop selling automobiles for a moment and ask ourselves what we are in business for. Fundamentally, any business is in the business of making friends. Why does one bank, one department-store, one any-kind-of-merchant do the largest business in its respective line? Seek the Cause and you will find that the institutions you patronize are those that have the confidence and respect of the public—not only as concerns their merchandise but chiefly as to the manner in which they handle you—the public!

They have a policy which protects both you and themselves. The transactions are definite. The charge is fixed and is one price to all. Loop-holes for mis-understanding are minimized. There is an atmosphere of efficiency, harmony, cleanliness, order

and system. And so you like it—of course you do. You spend your money there, not once, but all the time, don't you? And that is the test of the dealer of to-morrow!

All business is technically different from other businesses—but the principle of all business is *fixed* and in the final analysis it is satisfying the customer.

If you will agree that whatever *pleases* the customer is *good* business and whatever *displeases* him is *bad* business then it follows that your main job is to develop the one and to eliminate the other.

Every dealer knows that the most prolific cause of customer displeasure has had its seat in the service departments of the business; at these contact points that they have to see Mr. Owner over and over, as against the one sale in the sales department proper. And every dealer

knows from experience, that the *basis* for the shop charge and *not* the charge itself was the nigger-in-the-wood-pile that not only prevented the earning of a legitimate departmental profit but also built customer-dissatisfaction—*sales resistance*—to the organization as a whole.

And now comes the Flat Rate—

Correct in principle and simple in its application, the Flat Rate has in a few years completely reversed the thoughts of almost the entire industry and stands to-day as the accepted and demonstrated method of correct shop-practice.

Originally devised to correct an intolerable condition in one department of the business, it has grown beyond the confines of the "back-room" and has spread its influence into the front office. It is a sales factor of prime importance. Not only does the Flat Rate sell the technical operation intelligently and profitably, but it *sells the organization* as well.

Flat Rate says, I **KNOW** my business. It says, a definite operation for a definite price. It speaks a language Mr. Owner can understand—the common tongue used between all customers and the merchants they trust. He

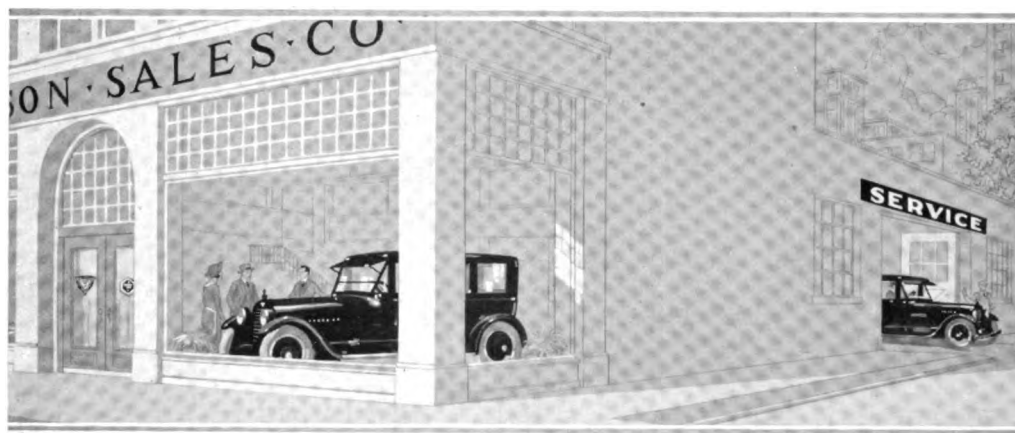
knows that the policy placed the burden of efficiency where it belongs—the element of speculation, wonderment and worry about the charge is eliminated. He knows that no matter how often a definite operation is performed, for him or a hundred others,

the price will be the same. He contrasts it with the former happy-go-lucky, haphazard, hit-or-miss method of yesterday, when his mind was full of dark doubt and fear and suspicion, and he breathes a sigh of relief. Oh! he likes it—it pleases him—he pays his bill and tells the world!

The Flat Rate has demonstrated that it is a sound and profitable method of repairing motor cars. Much more important, it makes friends—and *that's* your business.

The old order changeth—the prospect of to-morrow will not be attracted by the glittering generalities of yesterday—he will come more and more under the influence of his friends who have had experience with you and your institution.

What you say won't mean as much as what He says—what *you* do will be tales he'll tell—the Flat Rate is a sales stimulant you should not overlook!



A Definite Price Here

Why Not Here?

DEALERS TELL FLAT RATE VIRTUES

*It's the Only Way to Do Business, Says One;
Service Operations Can be Sold by Groups*

FLAT RATE is fast winning its way with Hudson-Essex distributors and dealers. Letters received by the Factory service department include assurances from many leading representatives that they are thoroughly convinced that it will:

First, increase the volume, and hence the profits, of their service departments, and

Second, please their list of owners and thus insure them a steadily growing and expanding business.

The acceptance of the plan generally is made easier because many distributors and dealers were already operating in part at least under a system of definite charges. The plan submitted by the Factory extends this practice to cover all ordinary work.

The Factory plan, too, works out all ordinary operations into logical and convenient groupings. This affords, naturally, the possibility of selling service operations in groups—which will prove genuinely economical to the owner and profitable to the service station.

Best Labor System

Many inquiries have been received as to the best labor system to be used in connection with a Flat Rate plan. In the shop where the factory conducted its experimental work, a premium system was used. Mechanics were paid for the amount of *good* work actually performed. Output increased 30 per cent with actually less men employed.

At the same time, the men enlarged their earnings and were highly satisfied. The system involves little clerical work.

However, since conditions vary in every establishment, it is thought best not to describe this premium plan generally, but to supply information in response to individual inquiries, which should include a definite picture of the station to which it is to be applied.

How the Flat Rate plan is regarded throughout the organization may best be judged from letters which have been written in about it. A number of typical communications follow:

Hudson Motor Car Company of New York: "I like the manner in which this data is arranged and submitted. It may be of interest to you to know that some of your operations are listed higher than ours, while others are lower. On the whole, however, the comparative average on the major operations varies little. You may be certain we will make every effort possible to conform to the time limits suggested by you, and after we have tried it out we will communicate with you further."

McClelland Gentry Motor Co., Oklahoma City: "We are indeed glad to know that you people have worked out this Flat Rate system. We have been doing a number of operations on Flat Rate, and operating on this system, we find that we are making even more money than the old way besides eliminating all complaints."

Pleases the Owners

Hudson-Frampton Motor Car Co., St. Louis, Mo.: "We have been working on the Flat Rate system for the past ten months, about 75% of our service work being handled on that basis, and by checking the two systems, we find that our system runs very close with the Factory's. Aside from helping us put our Service Station on a more efficient basis, the Flat Rate system is a very great satisfaction to owners and this is reflected in increased sales."

Superior Motor Sales Co., South Bend, Ind.: "We have gone through your printed operations and have noted very carefully the number of hours you have allowed for each operation and it is our opinion that this Flat Rate system with the number of allotted hours will work out to a great advantage to the customer and also the dealer. We shall install this Flat Rate system within 15 days, as it is the real way to run a service station."

Jesse A. Smith Auto Co. of Milwaukee: "The advantages

of the Flat Rate are: At the time the owner orders the work he is advised as to the cost. If he objects, he is in a much better mood to become reconciled than he would be after the work is done. However, very few objections arise. In fact, the owner frequently is so well pleased that he orders additional work. We operate our repair department on a cash basis, and so our owners must know the cost in order to be prepared to pay before taking delivery. The Flat Rate system helps us in this regard very much. Service operations should be sold just as any merchandise, namely: The purchaser wants to know what he is spending his money for and how much it is going to cost him before ordering.

It also checks the mechanic, as he knows he will have to account for any extra time used. We wouldn't be without the Flat Rate system."

Waters-Sparks Co., Macon, Ga.: "We have adopted this schedule. It arrived by mail on the morning we had planned to begin our own Flat Rate schedule, but before a man in the shop had started his day's work."

AUTOMOBILE BUSINESS SOUND, SAYS CHICAGO BANKER

HOW automobile selling is becoming a steady, standardized business is expressed by Charles R. Holden, vice-president of the Union Trust Co., Chicago. His remarks are important as indicating how banking sentiment is changing. He says:

"I must confess that there was a time when I feared, and expressed the fear, that the amazing amount of labor, material and capacity for production absorbed by the automobile industry, endangered the economic balance of our people.

"But a clearer and more comprehensive understanding of what constitutes the welfare of a people, has so far changed my views that I consider the condition of the motor business from day to day, a better barometer of business conditions than the statistics of the steel business.

"We are far beyond, in these United States, that standard of prosperity which simply considers what the necessities of mere life may be.

"We must seek to maintain such a standard of well-being as shall provide that the largest number possible of our people may enjoy those conditions of life that yield them a safe and sane degree of happiness. And I know of no more certain test of that condition than to inquire if the family can have and enjoy an automobile.

"I think the 'saturation point,' like the exhaustion of our oil and coal supplies, is rather the problem of future generations rather than of this."

WHERE SHALL WE SELL USED CARS?

Columbus Distributor Tells a Few Facts and Methods of the Separate Store System

One of a series of stories which tell how various Hudson-Essex distributors and dealers work out the marketing of used cars.

WHERE shall used cars be sold—under the same roof as the new ones, or a considerable distance away? Wherever there is a fanning bee of dealers or distributors large enough to choose either method, you'll hear that question talked over.

One Hudson-Essex concern which uses a separate establishment is the Walter B. Zimmerman Company of Columbus, O.—a firm notably successful in handling used cars. That opinions differ on the matter is indicated by the fact that the Hudson Motor Co. of Illinois, among others, has just recently closed a separate establishment because it considered the one-roof plan far more efficient.

Yet from the records at hand, no distributor is more entitled to his opinion than Walter B. Zimmerman. His motto is this: "The first thing to do in opening an automobile business is to establish a used car outlet."

So successful has the present Zimmerman outlet proved that all this winter the Hudson-Essex new car salesmen have been under orders to take in all used cars that could be obtained at the right figure. They were to be aggressively on the lookout for used cars that could be renewed and profitably marketed.

Competitors Overloaded

"Two of our principal competitors," said Mr. Zimmerman when a Triangle man called on him, "had told their salesmen to dodge used cars. They were overloaded. That meant that their salesmen were restricted in their efforts to that 10 per cent or so of prospects who didn't own cars.

"I believe that was one chief reason why our salesmen—who were selling the 90 per cent of prospects who had trade-ins—had such wonderful months in January and February."

This story of stimulated new car sales is but part of the Zimmerman accomplishment. His used car men, who are entirely separate and unrelated to the new car salesmen, had created so large a trade in second-hand automobiles that Zimmerman went on the open market and bought 20 additional used cars.

"What sells used cars? Price—nothing else," said Mr. Zimmerman. "A man buys a used car because he can't afford a new one. Or because he would rather have a used Essex, say, than a cheaper car. The big question is always price. We have built the largest second-hand market in Central Ohio, and that is the gist of our experience.

"We put the used cars in good run-

ning condition, but we do not necessarily re-build them.

"In fact, many times a complete overhaul is not good business—you can't get your money out of it. If the car will run reasonably well, your ordinary used car buyer will be well satisfied. He doesn't expect perfection, but he does expect a price.

"Our used car store probably breaks every theoretical rule ever written. It is on a side street, although convenient enough. It is on the second story—not the first. There is no window display—and buyers have to climb a stairway to reach it. Inside, the cars are simply stood along in rows without especial display. We have, however, one point of strength which I consider very important—our stock of used cars is complete. To fill out a line I will buy used cars in the open market.

"We find our prospects are mainly mechanics. The districts around the railroad shops and steel mills are excellent markets. We fill the barber shops, billiard halls and bowling alleys with circulars telling what we have. These we find are carefully scrutinized. A good bargain will bring a sharp response. We have followed this used car business for several years, and our reputation is good for delivering goods just as advertised. Once in a while we have special sales with three or four column display advertisements. These list our cars just briefly and give a price. Price—that's the point!

Always in the Market

"That makes it necessary to buy right. In the first place, we get good bargains because we are aggressively in the market for used cars. We are known as a used car house. As we are the largest used car dealers in the city, our opinion on the worth of a car has considerable weight. We're often able to take used cars when other dealers cannot.

"We don't ask anyone to believe our plan is right. It simply works for us—and that's what we want. It allows us to go after new car sales all the time, and it extends our influence because we can train our used car customers up into new car buyers. Personally, if I had a place an acre square I shouldn't care to have used cars under the same roof with new ones.

"Right now we have our used car salesmen working systematically, and we hope to have the city well zoned for their activities. And some day we're going to have all Hudson-Essex dealers in our territory closely linked with us on used car sales, so that there will be a clear and open market for all of us through mutual co-operation."

\$62,565
This is the actual value of the 86 RENEWED AUTOMOBILES listed below
We offer them for sale this week at reductions totalling
\$13,295
Sun., Jan. 7th to Wed., Jan. 17th
At Corner THIRD and CHESTNUT STS.

Compare—note the price of the cars when new. The approximate present market value, and our own regular prices plainly show the truly remarkable reductions that are indicated in this week's SPECIAL PRICES.

EVERY MAKE OF CAR IS REPRESENTED.

Make	Year	Approx. Present Value	Our Price	Reduction	Down Payment
Buick 4 Touring, 1921	1921	\$1,000.00	\$750.00	\$250.00	\$75.00
Buick 4 Touring, 1921	1921	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1922	1922	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1923	1923	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1924	1924	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1925	1925	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1926	1926	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1927	1927	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1928	1928	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1929	1929	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1930	1930	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1931	1931	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1932	1932	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1933	1933	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1934	1934	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1935	1935	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1936	1936	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1937	1937	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1938	1938	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1939	1939	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1940	1940	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1941	1941	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1942	1942	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1943	1943	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1944	1944	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1945	1945	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1946	1946	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1947	1947	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1948	1948	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1949	1949	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1950	1950	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1951	1951	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1952	1952	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1953	1953	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1954	1954	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1955	1955	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1956	1956	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1957	1957	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1958	1958	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1959	1959	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1960	1960	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1961	1961	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1962	1962	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1963	1963	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1964	1964	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1965	1965	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1966	1966	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1967	1967	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1968	1968	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1969	1969	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1970	1970	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1971	1971	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1972	1972	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1973	1973	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1974	1974	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1975	1975	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1976	1976	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1977	1977	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1978	1978	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1979	1979	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1980	1980	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1981	1981	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1982	1982	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1983	1983	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1984	1984	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1985	1985	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1986	1986	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1987	1987	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1988	1988	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1989	1989	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1990	1990	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1991	1991	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1992	1992	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1993	1993	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1994	1994	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1995	1995	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1996	1996	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1997	1997	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1998	1998	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 1999	1999	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2000	2000	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2001	2001	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2002	2002	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2003	2003	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2004	2004	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2005	2005	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2006	2006	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2007	2007	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2008	2008	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2009	2009	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2010	2010	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2011	2011	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2012	2012	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2013	2013	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2014	2014	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2015	2015	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2016	2016	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2017	2017	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2018	2018	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2019	2019	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2020	2020	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2021	2021	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2022	2022	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2023	2023	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2024	2024	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2025	2025	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2026	2026	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2027	2027	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2028	2028	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2029	2029	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2030	2030	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2031	2031	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2032	2032	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2033	2033	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2034	2034	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2035	2035	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2036	2036	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2037	2037	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2038	2038	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2039	2039	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2040	2040	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2041	2041	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2042	2042	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2043	2043	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2044	2044	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2045	2045	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2046	2046	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2047	2047	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2048	2048	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2049	2049	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2050	2050	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2051	2051	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2052	2052	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2053	2053	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2054	2054	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2055	2055	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2056	2056	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2057	2057	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2058	2058	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2059	2059	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2060	2060	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2061	2061	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2062	2062	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2063	2063	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2064	2064	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2065	2065	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2066	2066	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2067	2067	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2068	2068	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2069	2069	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2070	2070	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2071	2071	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2072	2072	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2073	2073	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2074	2074	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2075	2075	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2076	2076	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2077	2077	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2078	2078	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2079	2079	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2080	2080	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2081	2081	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2082	2082	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2083	2083	1,000.00	750.00	250.00	75.00
Buick 4 Touring, 2084	2084	1,000.			

Export Leadership: Family Fleets; Talk Values

HOW Hudson holds its leadership in the export field is shown in a recent trade bulletin by the U. S. Department of Commerce. In Madrid, Spain, Hudson-Essex was second only to Ford in the number of cars registered. This bulletin includes European as well as American cars, which makes Hudson's standing even more remarkable. Hudson's export business has long been one of the largest and most envied in the industry.

* * *

"Note the Coach's Simplicity. We give the Value in the Car," said Hudson-Brace at Kansas City in their Educational Exhibit.

* * *

MR. MOOCK'S phrase on the same subject is: "Don't apologize, Capitalize!" Tell how Hudson and Essex use expensive aluminum where cast iron is usual; how roller bearings, or bearings of extra large size, are employed throughout; how the Coach gives good old reliable usefulness and every day service; how Hudson and Essex have very high re-sale values; how the two cars supply fundamental needs. Then you won't have to explain about the dingle-berries that aren't put in except as each individual buyer wishes to purchase them. The Coaches are just now getting into their full popularity. They are no longer new, they are accepted. Hudson and Essex give the greatest useful values on the market. Tell the world about it, and sell more cars.

* * *

Flat Rate service makes 'em smile at the back door, and that's what brings them and their friends back to the front door.

* * *

W. H. WRAY, the hustling Hudson-Essex dealer at Gastonia, N. C., reports that he hasn't much of a market for fleets of Essex cars, but that he has built up what might be called family fleets. Once he sells a man a Hudson or Essex car that man might just as well start an addition to his garage. One of Gastonia's wealthy textile families now has eight Hudson and Essex cars. In addition, a number of their employes have been sold. Here's Mr. Wray's moral—and surely every story should have a moral: "If you haven't commercial fleet prospects, make some out of your wealthy families."

* * *

Hudson and Essex cars are worthy of genuine Hudson and Essex parts when they are repaired. It's short-sighted business that substitutes anything else.

* * *

HOW'S this for a Service statement:

Service, like everything else, must be understood to be appreciated. When applied to automobiles we must also understand just what an automobile is—a transportation machine.

Like other machines its operation depends upon gears, bearings, pistons and other metal parts that move against one another. Friction results, and friction causes wear, bringing about the necessity for adjustments and replacements. It is a simple rule of physics that applies to every known machine.

To reduce this friction—to minimize the necessity for mechanical attention in order to increase the service a car can afford, is the aim of every honest manufacturer. To give the most prompt and efficient mechanical attention when it is required is the duty of the Service Station.

By the character of the product in which we specialize and the manner in which we recognize and fulfill our duty to you, may you judge us—fairly and squarely.

You Simply Can't Discourage Phil Powers



Our Hero is at Right Center, having dismounted from his sleigh to seize an unwary prospect. Cold weather makes it hard to hold a pen—but he'll sign just the same.

UP in the Berkshire Hills—northwestern Massachusetts—where the snow drifts on the level are anywhere from six to fourteen feet deep, and where the main highway from Pittsfield to Springfield over Jacob's Ladder has been impassable for the past five weeks, Philip D. Powers, of Philip D. Powers, Inc., who has made records in the past for sales, finds business the best it has ever been since he became salesman for the Hudson Motor Car Company in 1916.

When the drop in prices was announced he took twenty-four orders for Hudson and Essex cars in three days, and since that time has run his sales up over the forty mark.

The drifts have not hindered in his work, for when he could not use his demonstrating cars he made use of a horse and sleigh. He overcame

nature's elements with his enthusiasm and now has three times as many spring orders as he ever had before at the same time of the season. Hudson and Essex cars hold all hill-climbing and speed records in his section.

In his earlier days, he won championships in bicycling, sprinting, hurdling and candle-pin bowling trophy, and he has more than a dozen golf trophies. However, his greatest trophy is his bundle of orders. He talks, whistles and sings—and when his voice fails him he whispers—Hudson and Essex cars and their values.

Just notice that picture of him closing an order after reaching his destination with a horse and cutter. His coat is partly covered with snow as the result of a tip-over on the way to the farm, but he got back in and went over the top.

Mr. R. W. Keller Entertains for Thirty



Mr. Keller with his first party. A few Gomery-Schwartz officials are there too

A NOVEL and progressive idea for selling automobiles inaugurated by Harry W. Keller, Hudson and Essex dealer, at Ephrata, Pa.

Mr. Keller recently was one of a party who visited the Hudson factory. He decided that if such a visit were an inspiration to dealers, a visit of motor car users to a central distributing point like Philadelphia would naturally be of great interest to them.

Mr. Keller accordingly invited the most prominent people in his vicinity to be his guests on an educational tour from Ephrata to Philadelphia. He provided a Pullman car and the party was met at Philadelphia with automobiles provided by Gomery-Schwartz. They were immediately driven to the Hudson and Essex building.

From there they walked down through the building, and had explained to them every detail of the wonderful service facilities provided. They were shown every modern mechanical device employed to facilitate service and effect economy.

After the inspection of the service station, they were conveyed to the Gomery-Schwartz sales building where a banquet was served. After the banquet they were taken through the showroom, where there was a complete exhibit of all models of the new Essex and Hudson cars.

The party was not only a novel advertising stunt, but it sold enough cars to be decidedly profitable. Mr. Keller has since repeated it with notable success. "There are prospects in droves here," he writes the factory. Of course!

THE HUDSON TRIANGLE



and
Essex Topics



Vol. XI. No. 5

ONE COMPANY - ONE POLICY - ONE PUBLICATION

April 2, 1923

Hudson and Essex-- Two Products Built to a Single Quality

JUST so we may not forget the sort of products we are selling:-

Hudson and Essex are built in the same factory, by the same working force, from the same quality of materials, and with the same high standard of workmanship and inspection.

The Hudson is one of the world's great motor cars; and there is no automobile at anywhere near Essex's price which is built from similar materials, to a similar standard of fineness.

The Hudson Motor Car Co. stands sponsor equally for both.

Following are a few points of similarity in the two cars.

Aluminum crankcases: Very light and strong. Used in the higher grade cars. Much more expensive than cast-iron construction.

Separate cylinder blocks with detachable heads: Construction followed in the best type of automobiles. All cylinder walls ground to a smoothness like glass.

Rear Axles: Housings and other units of exceptional overstrength and oversize. Best alloy steel, with gear teeth machined to great accuracy. Built in Hudson's own axle plant. Rear brakes much larger than usual, hence car is safer and easier to stop.

Clutch and transmission: Built for both cars by Hudson itself. Clutch used successfully for 14 years. Propeller shaft and universal joints are best obtainable. Alike in both cars except for size.

Carburetors: Patented, exclusive, alike except for size. Air is pre-heated before it reaches carburetor.

Frames: Built on precisely similar principles. Very rigid and strong, with cross-members anchoring the side rails firmly together. Essex has the strongest frame, for weight carried, of any car in the world, except one.

Bearings: Finest grade obtainable used throughout both cars. Of extra large size, insuring long wear. Roller bearings used much oftener than is usual.

Roller tappets, silent front-end chain, removable valve guides: Features common to both cars which insure quiet operation.

Springs, spring clips, spring shackles: Construction of very highest grade, worthy of detailed study. Alike on both cars except for size.

There are literally hundreds of detail parts in the two cars which are identical and interchangeable. Those mentioned are simply typical. It is as easy and economical to use large, oversize Hudson parts in many places in the Essex as it is to produce separate smaller ones which would be acceptable for Essex alone.

Hence Essex buyers obtain factors of overstrength which would not be commercially possible in other cars of its price class. Study the two cars—their exclusive features, their points of similarity. Your Hudson and Essex Manuals are invaluable. You will be sold more than ever on their values—more able to present their excellence to your prospects.

Advertising and How to Get the Most Out of It

By
W. A. JAMES
Advertising Manager

DEALERS sometimes ask me: What is the idea behind our big advertising program? What part does it play in the merchandising of Hudson and Essex cars?

Inasmuch as the advertising expenditures of the Hudson Motor Car Co. run into seven figures each year, that question aims straight at a matter of business policy which is of vital interest to all.

Advertising is a necessary factor in the volume production of any manufactured article. To attain volume production and hence low prices, it is first necessary to create a national market—a nation-wide interest and confidence in the goods which are offered for sale.

Unless there is that widespread knowledge and confidence of the product, the sales drop off, the factory slows up its production, and Old Man Overhead does the rest. The fact is, then, that without advertising and intensive sales we could not manufacture in the volume which makes possible the present price advantages of Hudson and Essex cars. To *save* our advertising appropriation would be to abandon our market.

We may look at a single advertisement which cost several thousands of dollars. Naturally the query comes: "Is it worth it?"—until we discover that because of the magazine's enormous circulation it has cost us only a very small fraction of one cent to place our Hudson message before each reader.

The Buying Frame of Mind

Hudson uses advertising—very intensively or less so, in accordance with its needs—in practically every important American magazine. It does so to build up a public knowledge and confidence in its product—to bring the buyer to the dealer's store in a frame of mind most favorable to a sale. All automobile companies of course use advertising too, but very few of them use as much as Hudson, nor have they been at it as long.

This advertising in the national magazines, as well as in many farm magazines and papers, is paid for solely by the Factory as a method of aiding its dealers in the sale of its cars. There is probably no literate home in the United States which is not penetrated by these Hudson and Essex selling messages.

This is not at all to say that advertising *sells* cars. It does not and cannot. That requires personal effort of a particularly persistent and intelligent quality. But it makes selling much easier.

Newspapers have an important part in the advertising campaign. Magazines tell what the product is; newspapers tell also where it can be bought at the local dealer's. The newspaper is probably the most read of any publication; men read their newspapers first and all other reading matter afterward.



National Magazines used by the Hudson Motor Car Co. in its general advertising campaign. Dealers should tie into this campaign with newspaper copy under the Definite Plan.

Yet newspapers should not be used indiscriminately. Some newspapers are good; others, not so good. From its statistical reports on newspapers, the Factory has chosen a list of the best newspapers which it calls its Approved List. They are approved because they are shown by analysis to be the best advertising "buys" in their respective cities.

No Special Copy Paid For

When dealers advertise in these approved newspapers, with standard Factory advertisements, they will be reimbursed by the Factory for half of this advertising expense. But for advertising outside of these newspapers or for using "special copy" the Factory will not participate—for very good reasons.

The insistence upon standard advertisements is because the newspaper and the magazine advertisements are planned as one campaign. The whole campaign is then laid out so that the proper message will appear in the newspapers and magazines simultaneously. To a dealer who has not seen the whole campaign laid out as a unit, the importance of his using "factory copy" only may not be apparent. But it is a fact that this is the way to make the whole campaign most effective.

The reason for the Factory's insistence upon the Approved List will be apparent upon a moment's reflection: it is necessary for the Factory to budget its advertising expenses and this would be quite impossible if several thousand individual dealers were piling up advertising expenses which had not been contemplated.

The Approved List—and Why

Where a dealer wishes to change the local newspaper on the Approved List, or he wishes to alternate it with an additional newspaper, his request will always be treated with every consideration, and subjected to a fair and impartial analysis. The idea is to buy the most for the money.

This situation has brought about the Definite Plan of advertising. The central idea is that dealers, like the Factory, shall budget in advance their proposed advertising expense, and sign up for this program with the distributors' wholesale men. Once they have set the schedule, their worries cease. The Factory sees to the preparation of copy, to its publication by the newspapers, and to all other details. It is the ideal arrangement—not only because it relieves the dealer of all detail, but also because it assures him that his advertising will be tied up with the Factory's national campaign.

Changes are possible in this Definite Plan after the dealer has signed; but it should be remembered that the success of advertising depends on systematic effort and that the wisest long-run business policy is to adopt a steady schedule and stick to it.

The question is often asked why we do not go into billboards, street car cards, local programs and other miscellaneous methods. The best answer is that we have a certain sum of money to spend, and it is better to bunch it effectively on magazine and newspaper advertising than it is to scatter it over a half dozen other methods, all of which may be good enough in themselves.

A National Campaign

It is easy to conceive or to learn new methods of advertising, for they are many. The problem is to work out a national campaign, large and broad enough to accomplish the task and yet free from extravagances and wasted money. The best method seems to be a steady diet of plain fact-copy in the large, representative publications of the country.

An essential which cannot be too strongly emphasized is the necessity of tying up our advertising with what is known as word-of-mouth advertising. Every Hudson and Essex owner is a talker about his car. What he says to his neighbor and friend outweighs by far anything which any advertisement or salesman might claim about these products. No step should be omitted to encourage this friendly talk about our cars.

It is for this reason that we have brought forward the Working-from-the-Inside-Out plan. This plan offers a definite method for a dealer or salesman to keep in constant touch with his owners—to sell and re-sell them on the product, to explain or adjust any difficulties they may have, and to obtain from them the names of prospects.

The Owners' Good Will

The Plan has been in operation by representative dealers long enough to demonstrate that it is essentially sound. When sales slow up, the accumulated good will which it has inspired will be of immeasurable value.

This then is Hudson advertising: magazines to tell the general story; newspapers to direct the buyers to the local dealer's sales room; and the Working-from-the-Inside-Out plan to stimulate favorable talk about the car and thus insure an unending source of new prospects. The co-operation of every distributor and dealer is asked to make this program a success for us all.

Installing Flat Rate Service and Making It Pay a Profit

FLAT RATE service charges are meritorious in themselves, because they apply to the automobile business the otherwise universal practice of One Price to All—with the House standing responsible for its own business and not passing the buck to customers.

But when we install Flat Rate, why not include methods too which will let our retail customers know of it? Having made maintenance work a salable commodity, why not sell it?

From the experience of every Hudson-Essex dealer or distributor who has installed Flat Rate, even in part, it seems a safe forecast that this method of conducting shop work should increase the volume of the average service department at least 50 per cent. Inasmuch as this can be done without increasing the working force—simply bettering its efficiency—profits should be decidedly satisfactory.

Let us say that a dealer has determined to install Flat Rate—what should he do to sell it?

'Leaders' to Build Trade

First, select three or four very common operations and make them "leaders;" that is, put a special price on them as retail merchants do on certain articles to bring trade into the store.

Second, have your printer get you up a set of post-cards which can be mailed to every owner you have. On each post-card, list one of these special operations, with your special price. Across the top of the card, write this line: "All Shop Charges on a Flat Rate Basis; before your job is started, we tell you what it will cost."

On the following cards, list other operations and repeat the general message that your shop charges are at a lower price level and that you are working on the Flat Rate basis. On one of the cards, it might be well to describe a rather complete overhaul job of some unit—some job that would make an owner's car like new and at the same time bring you a good big repair job.

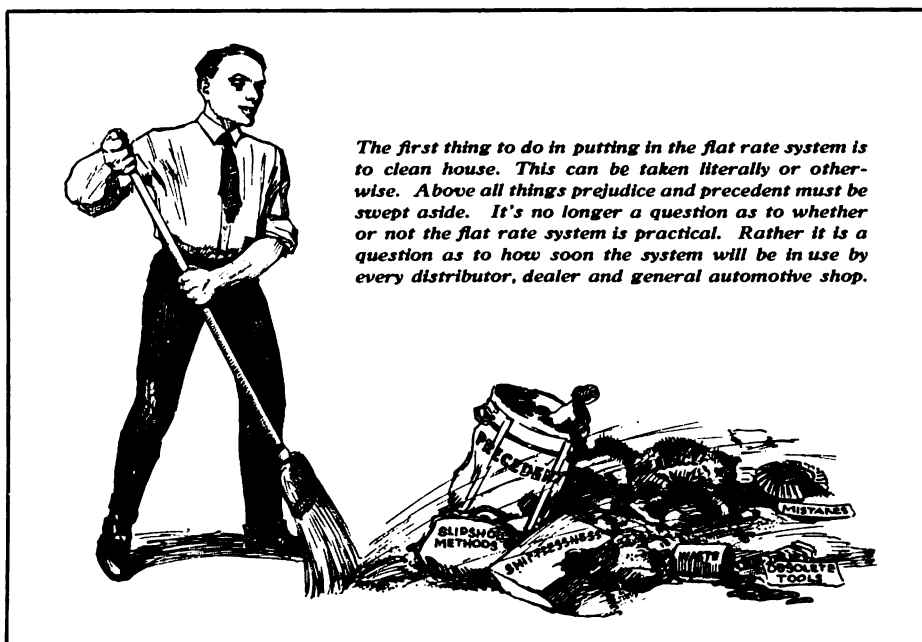
Campaigning for Business

It is impossible for the Factory to furnish these cards, because with labor charges-per-hour varying so widely, no uniform prices can be imprinted; and prices are the very first necessity of the cards. Have your printer display prices prominently.

This post card campaign, like all plans which include the use of the mail, should be based upon a full and correct list of the owners in your city. It is rare indeed that dealers have this, but it is genuinely worth while to expend any effort necessary to obtain and maintain it. Once you have the list, the best way to maintain it is by constant use—your returned mail will give a check.

When the Factory opened its experimental Flat Rate shop in Detroit, and announced the fact to its list of owners with one letter, it obtained a response from owners that all but flooded its facilities.

With a campaign of from four to six post cards, no dealer should have any difficulty in obtaining a volume of business which should pay a handsome profit, and at the same time get across to his entire list of owners the news that he had adopted the Flat Rate system.



Courtesy Motor Age.

One Letter Brings Response

One of the advantages of the Hudson-Essex Flat Rate list is that it groups operations in a manner which makes them easy to sell in groups. That is, an owner who has one known difficulty in his car may easily be sold on the advantage of having that entire unit brought into first class condition.

When the oil pan and cylinder head are off for any certain job, that is obviously the right time

for inspection and adjustment of the pistons. The dealer is doing the owner a favor by calling his attention to the fact that this economy is open to him.

It will be found that the Hudson-Essex Flat Rate plan, as sent to distributors and dealers, has been arranged with this fact constantly in mind. It opens to distributors and dealers the opportunity of developing real salesmanship in the service department man who meets the public. This is a task which requires real knowledge of the car, plus an ability to present the group-sale as a business proposition. It is one of the principal tasks in the installation of Flat Rate.

One of Hudson's distributors who has used Flat Rate for a considerable time, has written the following in to the TRIANGLE, for general passing along to the organization:

New Morale in Personnel

"I found the Flat Rate one of the best steps I ever took—quite aside from its own virtues. It enabled me to put an entirely new spirit into my whole organization. We had had in mind a number of changes—the cleaning up of the shop, the improving of equipment and the re-arrangement of tools and parts so as to cut down lost motion and waste time.

"But we found that one thing and another put off these changes—we were either so busy with work that we hadn't the time, or else things were slow and we were being economical. But the installation of Flat Rate gave us just the opportunity to install new methods all around. We told the men that mistakes from now on were losses to the House—we couldn't pass anything along to the customer.

"We cleaned up generally, put in a premium-pay system which cut our costs, enlarged our volume of work and increased our men's earnings all at once. I have found the Flat Rate system one of the best friend-makers and goodwill builders ever devised, but hardly less important to me has been the general toning up of the whole shop and organization."

Parts are Extra

A. G. Fleming, service manager, has received a considerable number of queries as to what policy should be followed in respect to parts installed in Flat Rate jobs.

The policy in this respect, says Mr. Fleming, will be that only the time and labor should be charged for. Parts are extra. When it is necessary to replace parts, the worn units can be shown to the owner in a manner to indicate the necessity for their rejection.

NOT REDEEMABLE unless returned by original purchaser.

Date Issued	Book No. C 2040
J. S. Harrington, Incorporated	
CASH COUPON SYSTEM	
Value \$25.00	
Issued to	State
Address	
City	
Issued by	
INSTRUCTIONS FOR USE INSIDE	

WHEN J. S. Harrington of Springfield, Mass. installed Flat Rate, one problem was to bring old customers to the cash basis. A \$25 coupon book, printed locally and selling for \$23.75, did the business. Eighty owners bought one at once. It solves all credit problems. Albany, Rochester, Hartford and Boston have joined in, and made their books interchangeable. It increases accessory, supply and parts business too.

How Jones Does It: Sell Your Owners: Output High

OBSTACLES can't stop a determined man. Take the case of C. A. Jones, dealer at Newburyport, Mass. In the general eastern snow storm, Newburyport was hit particularly hard. Roads became almost impassable. Most automobile dealers practically shut up show. Not so Mr. Jones. He canvassed most energetically when the opposition was hibernating. Result, the sale of 24 cars in less than two months of which 16 were sales without trade-ins.

When snow finally got 38 inches deep on the level, Mr. Jones had to make his solicitation trips on foot. But he didn't stop—and he got the business.

★ ★ ★

Production of Hudson and Essex cars is at an entirely unprecedented rate. Every effort is being made to supply distributors and dealers with cars. It looks like the busiest year in Hudson's history, and output is nowhere near the active and potential demand.

★ ★ ★

EDUCATIONAL trips to the Factory are still in order. For the active selling season, many distributors are finding it advantageous to combine such a trip with a drive-away. Dates should be obtained well in advance. Of the large number of delegations of dealers and salesmen who have visited the Factory, there has been not one whose members did not say that they had obtained an entirely new conception of the product and the organization behind it.

When the men go back to their own organizations with the story, an additional selling punch is put into their efforts that is easily worth ten times the money and time expended in obtaining it.

★ ★ ★

Does this sound like a fairy story: A lot of Hudson-Essex distributors and dealers are saying their used car department will show a good profit this year. It's a matter of buying 'em right and selling 'em the same way. It can be done—and is.

★ ★ ★

A DETROIT life insurance man, located in one of the biggest office buildings, never leaves that building in his solicitation of business. He has a population of about 4,500 adults—all possible buyers, and he finds that he saves time, automobile expense and energy by selling intensively in this one building.

The same principle applies to the Hudson Working-from-the-Inside-Out plan. There is no necessity of salesmen confining their efforts to owners, but it doubtless would prove good business to solicit them thoroughly before he goes further. Every Hudson and Essex owner who bought an open car a year or more ago is a "hot" prospect for a Coach—and because of price reductions he can buy it at the same price, or less, that he paid for the open car.

★ ★ ★

Sell your owners, and new prospects will take care of themselves.

★ ★ ★

THERE is a Hudson taxi in service for the Chateau Laurier in Ottawa, Ont. that has been driven 400,000 miles and is still going strong. When sleighs were usual in that territory, the Hudson was making its regular day and night trips. Anybody know a better record?

Educational Exhibit a la Carte *Stripped Body Covers Botterill Territory*



FRED L. BROWN, wholesale manager of the Botterill Automobile Co. of Salt Lake City, has a new idea on passing the Coach Educational Exhibit around through his territory. The idea is nothing more or less than mounting the stripped coach body on the show chassis and driving it from point to point in the territory. He says:

"The stripped Coach body is simply set on to the chassis and fastened down with four body bolts. The cushion bases in the rear have been removed entirely. In the back of the car are all of the parts which we use on the Educational Display. We had a top maker improvise a top

which fastens over the form and can be removed in a quarter of a minute.

"We thus carry a complete Essex chassis, the stripped coach body and a twelve foot table of parts. By turning one of the dealer's coaches bottom side up, we have a very complete display. It only requires four hours from the time we arrive in a town to remove the body, lay out our parts, turn over a coach and clean up the chassis. Only one man's time is required to attend to this Educational work."

The display is to be shown in Logan, Boise, Pocatello, Blackfoot and Idaho Falls.

Hudson-Essex Home in York *New Structure Located on Lincoln Highway*



ONE of the finest sales and service buildings in Pennsylvania is being erected in York, Pa., by the R. C. Keller Motor Co., old time Hudson and Essex dealers. The new structure will be located on the Lincoln Highway.

The building, in Egyptian style, will contain separate sales rooms for new and used cars and exceptional facilities for service. Mr. Keller writes that at least 65 per cent of his space will be devoted to shops for maintenance and repair work. The building is described by the York

newspapers as one of the finest ever planned for that city.

There will be two entrances, one leading to the sales room for new cars and the other to the sales room for used cars. The driveway for cars will be through a lane of plate glass on either side formed by large display windows. The main salesroom will be one of the handsomest in the state. The offices of the concern will be located on the first floor, in the rear of the main show room, which will occupy the best portion of space on the first floor front of the new structure.

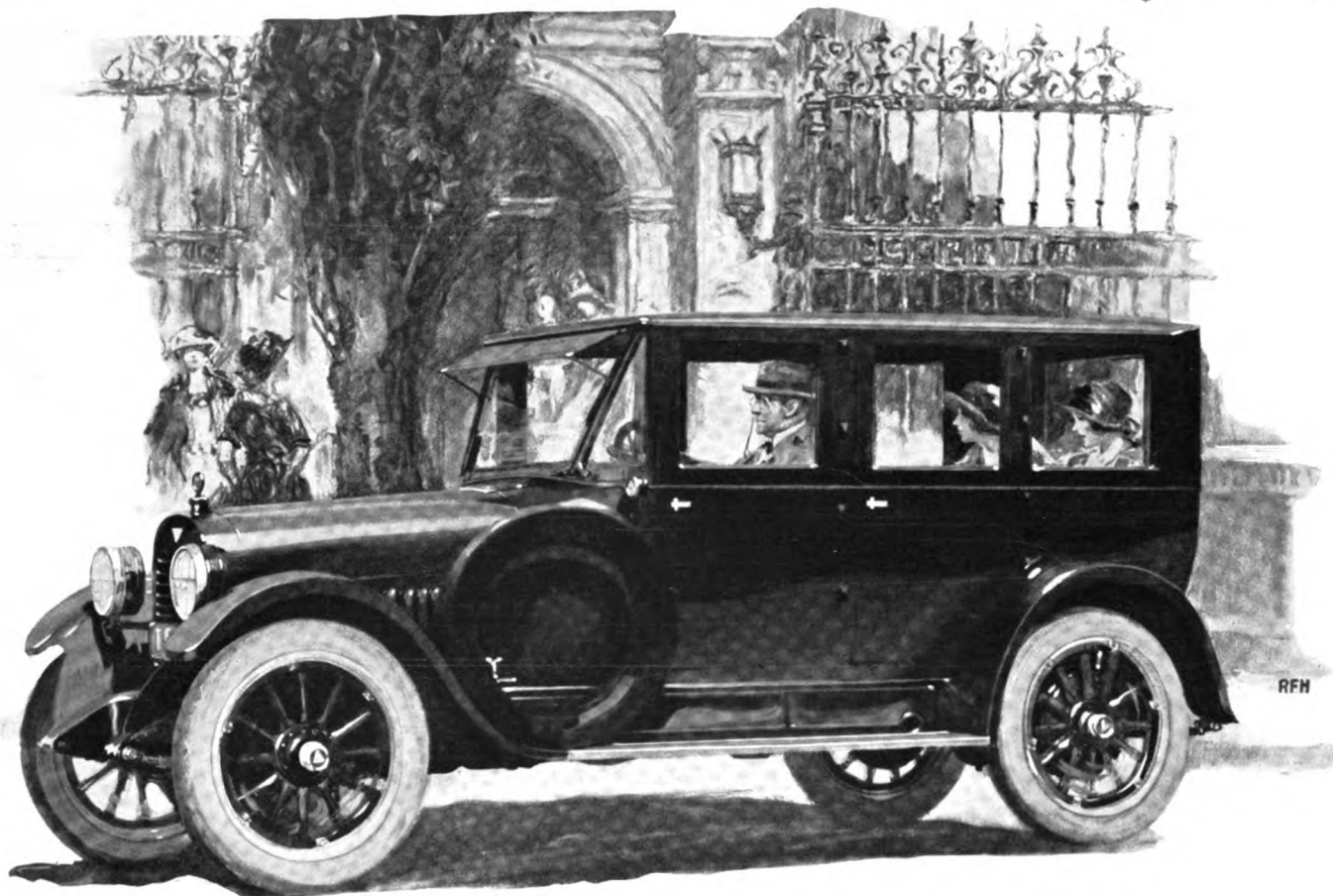
THE HUDSON TRIANGLE

and
Essex Topics

Vol. XI, No. 5

ONE COMPANY - ONE POLICY - ONE PUBLICATION

May 1, 1923



The NEW FIVE-PASSENGER SEDAN

A Biddle & Smart Body, On a Hudson Super-Six Chassis, Now Offered for \$1995

A NEW five passenger Hudson Super Six Sedan will soon be ready for delivery to distributors and dealers. The exact date of delivery cannot be told definitely, but once production begins it will be on a larger scale than has been possible with the 7-passenger type.

The new car will be priced at \$1,995—and as it is of aluminum body construction, and built by Biddle & Smart in conformity with the finest practices, it will unquestionably be one of the greatest values ever offered to motorists, and one of the fastest-selling cars ever offered to the Hudson organization.

In general lines and construction the new Sedan will very closely resemble the present car. An important change has been the adoption of a non-rumble roof, which is not only an advantage because of its silence but also betters the appearance of the top of the car.

The interior of the car is remarkable in every way. With the extra-passenger seats removed, there is an exceptional roominess for the five passengers. The front seat has been set back

substantially, which allows more room in the driving compartment and at the wheel.

The back seat has been moved slightly forward, and the cushions and upholstery have been deepened. With these improvements, the riding comfort of passengers in both the front and rear seats is surpassingly pleasant.

The whole car is of quality construction throughout. This Sedan is one of motordom's finest cars, and it is offered at less than \$2,000.

To make possible such a car at such a price, Biddle & Smart will concentrate its entire facilities on this one type of car. Therefore, when production is in full swing, it will be necessary to discontinue the seven-passenger Sedan. Distributors have been notified how many seven-passenger sedans have been allotted to them, and may base sales efforts on this figure.

The Hudson Motor Car Co. presents this new car with confidence that it will prove one of the most popular and profitable types to dealers it has ever been able to offer.

New Sedan Impressively Upholds Hudson Leadership

IN offering the new five-passenger Sedan—a car of the highest character at a price less than \$2,000—the Hudson Motor Car Co. is maintaining a leadership in this type of car which it has held from the time when Sedans were first built.

Hudson built the first car of the Sedan type in the United States. This was in 1914 with the series of Six Fifty-four cars. Up to that time, it had been felt generally that enclosed cars must necessarily be driven by chauffeurs. Enclosed cars were entirely luxuries.

Hudson had this exclusive leadership in Sedans for one full season.

The First Sloping Front

A little later, when other motor car manufacturers had entered the Sedan field, Hudson brought in the advancement of the sloping front at the windshield. This not only aided in the weather tightness and general visibility of these cars, but it improved the appearance greatly. This detail of design later became very general among fine closed automobiles.

The new five-passenger Sedan upholds this Hudson leadership in impressive fashion.

It is first of all an aluminum enclosed car—which insures lightness, a high finish, and a lack of resonance. The upholstery and cloth finishing of the interior are in notable taste, and in addition have the practical virtues of

long wear and ability to stand the trials of every day use.

Seats Are Restful

The seats, both front and rear, are comfortable and restful to the highest degree. There is ample room for each passenger. Upholstery is extra deep, and the seating angles assure a comfortable posture.

The non-rumble roof is another advancement which will prove immediately popular.

When to these advantages are added the power, reliability and smoothness of the Hudson chassis, you have a car which is unquestionably of the very finest character.

The Price Advantage

A comparison as to prices will show what further advantages Hudson buyers and Hudson dealers have with this car. Dealers and salesmen will do well to look up for themselves just what sort of enclosed cars they can obtain for the price which Hudson will ask for its Sedan.

This car is possible at this price only because every proper economy and specialization is practiced in its construction. The complete Biddle & Smart factory will concentrate all its efforts and facilities to this one fine carriage. It is thus necessary to center all efforts on just one enclosed car, and a careful analysis of the market showed the five-passenger Sedan most in demand. In the opinion of the Factory management, this new Sedan will sell at a record-breaking pace.

Sells 100 Cars in Year; Friends Great Help

J. R. ELROD, a go-getter salesman for Hamlin & Wichman, Hudson-Essex dealers at Oakland, Calif., has recently completed a record of 100 cars sold within a year—an extraordinarily fine record when it is considered that it was made in dealer rather than in distributor territory.



Mr. Elrod sold new cars exclusively, as Hamlin & Wichman maintain a separate staff for used ones. While his work has been marked occasionally by rapid-fire sales, it has been principally of the consistent day-in and day-out type. The TRIANGLE AND TOPICS asked Mr. Elrod to tell

the rest of the organization how he went at selling \$175,000 worth of merchandise in a year, and he replied:

"I have no new or secret formulas to offer—it's merely the old, old story; hard work, horse sense, keeping on the job constantly, doing only one thing at a time and doing it to the best of my ability, making friends, always keeping appointments, selling my line truthfully and letting my competitors strictly alone.

Makes Friends of Owners

"I try to make a personal friend of every person to whom I sell a car, figuring that if a purchaser is properly handled one or two additional sales may be made to his friends within a reasonable time. Satisfied purchasers will continue in the Hudson-Essex family and they will be permanent assets to the man who first sold them cars, provided he has been of service to them.

"Accordingly I investigate their troubles of every sort and do my best to keep the owners satisfied. From these permanent prospect getters I have a steady flow of new Hudson-Essex buyers coming to me over the telephone and through the mails, enabling me to call on from three to five new prospects daily.

"It is a leading point with me to make the selling of Hudson and Essex cars a pleasure. When one's work ceases to be a pleasure it ceases to be profitable.

Uses Manuals' Sales Points

"I find no sales arguments better than those in the Hudson and Essex manuals, reinforced by the confidence coming from the knowledge that I am selling the best cars for the money in the American market.

"After a prospect is satisfied as to the size and style of car he desires, his next ambition is to get the most real car for the money—the argument stands supreme that Hudson and Essex give the greatest value for the coin expended.

"Another expedient I employ is to leave either the Hudson or the Essex Sales Manual with a prospect over night. This gives him the opportunity to read it at his leisure and digest the ample evidence of their superiority. In a great many cases this has proved the clincher of the sale: I found on ringing the doorbell next morning that a sale awaited me."



The Automotive Company, of Winston-Salem, N. C., believes in an attractive store front. Two new unique furnishings are a pair of electrically-lighted signs fashioned with radiator shells.

TWO handsome decorations have been perfected by the Automotive Company of Winston-Salem, N. C. They are the ideas and design of H. A. Tuebner, wholesale manager.

Mr. Tuebner began with the radiator casings of a Hudson and Essex. The shutters were removed and bronze backgrounds installed. In this were fashioned the distinctive

Hudson and Essex insignia. A white strip closer to the bottom carries the signature of the distributors.

The whole sign can be electrically lighted, so that it is equally attractive night or day. It is an interesting and original factor in the Automotive Company's program of maintaining the appearance of its fine, modern establishment.

Letters Ready to Announce Flat Rate Plan

FOR distributors and dealers who install the standard Flat Rate system of charging for service work, the Advertising Department is offering a special series of letters, a publicity story and an advertisement. This is a program to let the whole community know when a Hudson-Essex dealer adopts this modern business step.

The publicity story will come through in regular order and the advertisement on request. The letters are three in number, and may be written on the dealer's own letter-head and sent out to the complete list of owners in the community. The suggested text for three letters, which should go at intervals of a week or ten days, is as follows:

The First Letter to Owners

Dear Sir:

What will my bill be?

Isn't that the question you ask yourself when you are thinking over the question of service for your motor car?

There need be, from now on, no further question on this point, either by yourself or any other Hudson-Essex owner.

To take that question mark right out of the picture, we have installed what is known as the Flat Rate system of service charges. The gist of it is, that *before* you order the work begun we will tell you what your bill will be.

Because the Hudson and Essex cars are simple in construction, and because the price average of their parts is low, our prices, we believe, are certain to please you. It has always been the best economy to keep a motor car in good condition; and now it is more so than ever.

Won't you come in and let us show you?

Yours very truly,

Naming One Typical Job

Dear Sir:

We will tune your motor for

That is, we will clean the spark plugs, set the timing, clean or renew ignition points, clean the carburetor screen, set the valve tappets, and generally smooth out the motor's operation for the sum named.

This is just a typical price for shop work under our new Flat Rate system of charges—which naturally is proving popular with our Hudson and Essex owners.

From such a job as tuning, right up to the complete overhaul of your car, you will find our shop prices attractive and our work satisfactory. We will make it so. We use genuine Factory parts, and our mechanics are men who specialize on Hudson and Essex.

Please come in and let us tell you about this service plan.

Yours very truly,

The Flat Rate Plan

Dear Sir:

Possibly the happy day will come some time when automobiles will wear forever, without any care or maintenance or trouble of any kind.

Pending that time, we motorists must care for our cars if we expect them to operate to our satisfaction.

Flat Rate Service Easy to Install; Owners Like It

ONE of the latest concerns to write of its success with the Flat Rate plan of charging for service is the Walter B. Zimmerman Co., distributors for Hudson-Essex at Columbus, Ohio.

"The Flat Rate method has been in use now for two weeks and we find it was one of the things that was needed most," they write:

"Our owners speak very highly of it, and the enthusiasm shown by them is proof that the installation is for their benefit.

"The matter of discussion over amount of charges has been practically eliminated, the effect of the plan being such that disputes, if necessary, are settled before the work is started rather than at the time of completion.

"We were a bit skeptical regarding an immediate installation of the plan, due to the fact that we felt that we were not in a position to change over at once. We were, however, utterly surprised and amazed at the ease with which this change was made, and only regret that it had not been done sooner."

This letter is typical in that it comments on the ease with which the Flat Rate system may be installed. A few distributors and dealers have felt that they would need a quiet season of the year in which to make the change, but those who have gone ahead have

For Hudson and Essex owners, we have installed a Flat Rate system of charges for service work which is proving highly popular.

The prices are to your advantage, and we will tell in advance what the bill will be. We have genuine parts and skilled workmen.

We believe this new system is a benefit of great value to our Hudson and Essex owners, and we will be glad to have you call at our service station and let us explain it fully.

Yours very truly,

not encountered troublesome obstacles. In fact the plan saves so much trouble and confusion that its installation has proved a convenience as well as a builder of service profits and owner goodwill.

Designed for Easy Service

In the design of Hudson and Essex cars, especial attention has been given to the thought of making them accessible and practical for easy repairs. The result is that these cars can be overhauled at a much lower figure than is possible with many others in their price class.

This is an actual sales advantage of great importance to Hudson and Essex dealers, so that it may fairly be considered a business mistake not to pursue it in every manner possible.

The Flat Rate Plan expresses this advantage in actual dollars and cents, in a manner which any owner, however un-mechanical, can easily understand. Now that it has proved easy to install, dealers will find it to their definite business advantage to adopt it.

The Accepted Standard

Flat Rate is becoming the accepted standard of up-to-date service work. Since the Flat Rate schedule was offered by Hudson to its dealers, a great proportion of the most progressive and business-like men have gladly adopted it.

It is recognized by these men that good service is the most effective sales argument in the world. It will work effectively when every other point fails. Moreover, the Flat Rate system will prove profitable because it sets a standard of speed and quality for the mechanics in the service shop. The good ones will have their skill and value demonstrated beyond doubt, and the unprofitable ones will have their short-comings exposed.

The TRIANGLE and TOPICS will be glad to hear of Flat Rate successes. Send them in.



Showing the service door and first floor of the Bowman-Trautman Co., Hudson-Essex distributors at Grand Rapids, Mich. Their three-floor service establishment is called one of the best in the state.

WHAT a new Hudson-Essex distributor can do in a community has been shown by the record of the Bowman-Trautman Co. of Grand Rapids, Mich. In the short period they have been with the Hudson Motor Co., these men have made an enviable record both in increasing sales and improving the standards of service to owners.

When Messrs. Bowman and Trautman went to Grand Rapids, they knew practically no one in the city. Their first step was a

campaign to become thoroughly acquainted with Hudson-Essex owners. Their next was the betterment of service conditions. Recently Grand Rapids newspapers told how their new station is one of the finest in Michigan.

It has two features which appeal particularly to women drivers. First is an attractively furnished waiting room. Second is a turntable, which places cars in a position to be driven out without turning or maneuvering.

Used Car Problem Is Whipped By Ohio Men

AUTOMOBILE dealers in Youngstown, O., believe they have the "used car problem" whipped. In fact, they do not call it a problem any more. They have a co-operative method of sale, the details of which are sent to the Factory by A. H. Moore, General Manager of the Wick Avenue Motor Co., Hudson-Essex distributors.

"It seems to me," says Mr. Moore, who is one of the original sponsors, "that one of the plan's principal virtues is that it has shown us that unanimous action is not necessary. In our organization, we have the principal cars represented, but not all of them. The plan actually would work if several of our present members withdrew, so long as the dominant makes of cars stayed in. However, none of our members intend leaving.

Sending Trades To the Trader

"When we find that we are in competition with a dealer who sells his cars by long trading, we do all we can to encourage that customer. In fact we send that long trader just all the trades that he can stand.

"It is a fact that there is apparently an affinity between used cars in poor condition and long trading dealers. After a long trader has gone through two or three months' dealings with that type of buyer who wishes an excessive price for his used car, he is practically out of the market, and often in trouble with his banker.

"The dealers who are in the association employ an appraisal expert. We pay him well and receive satisfactory service. His judgment of a car's value has come to have weight with the public as well as with the dealers, and there is a negligible amount of dissatisfaction with his work. Even the car owner who is asking an extravagant price for his automobile has an inward idea of its real worth.

"When a car owner comes into our store to offer a trade, the first question we ask is whether his old car has been appraised. If not, we tell him that our appraisal man is located a distance down the street, and ride there in his car.

Buying His New Car

"Of course we have an opportunity to talk with him on our proposition and to explain to him that his chief interest is in obtaining real value in the car he intends buying. We get him to thinking that he is buying a new car, not selling an old one.

"When the appraisal is finished, our real sales work begins, and with the Hudson and Essex we are particularly fortunate in being able to show him such outstanding values that we are very favorably situated in competition.

"The long traders in Youngstown are now confined to cars that we really do not need to worry about. One or two dealers who had pretty good cars used to be long traders, but they simply found that they were so promptly filled up to capacity with old merchandise that they lost their ability to stay in business.

"In one or two other cases, men lost their businesses or had to take in new capital, and now they are pretty enthusiastic believers that you can't sell a thing for less than you buy it for, considering all expenses, and still keep going.

"One great advantage is that our plan requires no great amount of work or organization. We have had mighty little friction—our members have sold themselves."



Hudson-Essex road signs will direct hundreds of motorists to service stations this touring season.

ROAD signs for Hudson-Essex dealers are practically ready for order. Dealers and distributors who order them promptly, in accordance with letters and circulars recently sent out by the Factory, will receive them in time to obtain the benefit of the active touring season.

Prompt orders are advised, because the imprinting of local addresses will require a bit of time, and the signs will be shipped in strict accordance with the receipt of orders at the Factory.

The Factory believes that these signs will prove exceptionally valuable in guiding service business to the dealers' doors, and that their general advertising value will more than pay for the investment made in them.

How They Pay

Road signs are advantageous in the following particulars:

First, they identify local dealers as representatives of Hudson-Essex. To Hudson-Essex tourists on the roads, they are veritable guide posts to shops where oil, gas and maintenance work can be obtained.

Second, they condense an important advertising message. They force Hudson-Essex and the name of dealers on the minds of everyone who rides. This helps clinch and

strengthen every other sales argument ever used.

Third, they form a part of a national advertising chain. In effect, every Hudson-Essex sign is an advertisement for every Hudson-Essex dealer, if that dealer ties into the campaign with signs in his own territory.

Cost Per Day is Low

There are other reasons too why road signs are valuable, such as the fact that they give circulation of a message to literally hundreds of persons for only a few cents a day. All in all there is no doubt but that signs will demonstrate their ability as profit-pullers.

Since dealers have begun to ask for these signs, Hudson has looked into a number of sign propositions, examining the matters of quality, attractiveness, economy, and wearing properties. It finally chose for recommendation a sign which it is confident is finer in quality than 90 per cent. of those now in the field—one which will hold its brilliant colors longer, resist rust to a greater extent, and withstand the force of storms and bad weather.

One Single Sheet

The sign which it offers is a single sheet of steel, supported by creosoted wood pieces. Naturally the longer the sign stands the more economical it is. This construction is much superior to that in which ordinary timber is used, with four sheets of steel fastened together; for it is at these seams that rust starts.

The sign furthermore is of three rather than two colors—bright red, white and blue. This increases its attention-value probably 100 per cent.

To provide standard packages and simplify the whole business, a one-price-to-all charge of \$10 each is made—with freight and all other expenses paid. Check should be sent with the order. For the convenience of all dealers an order coupon is attached.

Orders can be accepted for only two signs, or multiples of two.

Clip This Coupon

HUDSON MOTOR CAR CO.,
Detroit, Mich.

Enclosed find check for (),
for which please have shipped to me
road signs. Use local address given below:

Address.....
(Use either city or street address,
but not both.)

Signature.....

Clear Out Used Cars Advice to Dealers

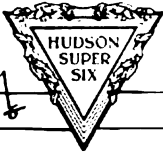
THIS is the ideal spring season for automobile dealers," says one of Hudson's big distributors. "It is not only a wonderful sales season for new cars, but because of the general employment at good wages, there is an excellent market for the used ones.

"We are advising all our dealers to clean out their stock of used automobiles. Now that there is a shortage of new cars, the old ones should be all the easier to sell. The lucky man is the one who will enter the summer season with his floors clear of used cars, his collections in good shape, and his business generally in clean condition.

"This is such a wonderful automobile market that the active, skilled dealer should be able to do all of that."

THE HUDSON TRIANGLE and Essex Topics

Vol. XI, No. 6



ONE COMPANY - ONE POLICY - ONE PUBLICATION



June 1, 1923

Make the Most of THE OPEN CAR SEASON



The Hudson Super-Six phaeton, one of the finest large open cars in the world. Hudson and Essex enclosed cars are marvelous values, but don't forget the open ones are too.

THESE are the days for open cars—the season when your enthusiastic motorist wants to feel the summer breezes—wants the open air and plenty of it.

He feels like stepping gently on the gas and letting the landscape go by. On the hot summer days when there are no breezes, he'll make his own.

There is the type of motorist who wants an open car—who always has and always will. Every dealer knows him, knows quite a number of him in fact. He doesn't ask for enclosed car protection; he wants open car expansiveness. He likes its open outdoor feel.

Fortunately for Hudson-Essex, this is the same man who wants the snap and power of Hudson-Essex performance. He wants action in his car.

For more than a year now we have thought, talked and sold the enclosed car idea. That

has been all fine, but isn't it the time right now to go after the business of this open car enthusiast whom we all know?

Let's find these open car fans. Let's tell them what Hudson and Essex will do on the road—how dependable they are for the tours of hundreds or even thousands of miles.

There still remains the argument of price advantage. Everywhere prices are edging upward. Several cars have raised prices substantially. Hudson and Essex are holding steady, and in the whole automobile market there is no value like them.

Part for part—model for model—dollar for dollar—you have the edge on the cars you'll be selling against.

New car registrations show demands of open car sales every week.

Let's have our share of this business.

FINANCE PLAN OFFERS SERVICE WH

Increases Retail Sales and Turns Bills Receivable Into Cash in the Bank

By HARRY G. MOOCK, Sales Manager

THE Hudson-Essex Finance Plan is going forward with a growth which must be considered remarkable.

In April, according to figures now in, two thousand Hudson and Essex cars were financed through this plan.

Literally hundreds of dealers have found that more sales and larger profits result from its use, and that it is practical, dependable and equitable in rates.

The Factory management has watched this finance plan under several months' use, and is convinced by experience that distributors and dealers will benefit from its use. It is a finance plan backed by a concern large enough to weather times of stress, and it covers satisfactorily all finance activities—floor plan, retail, and used car business.

What its Users Say:

A few typical comments from some who are using the plan follow:

Bloomfield Motor Co., Bloomfield, Iowa—"The Finance Plan, both on wholesale and retail, filled a need we felt since entering this business. We have found the C. I. T. and their methods entirely satisfactory. The fact that there is a special time payment plan seems to appeal to the buyer."

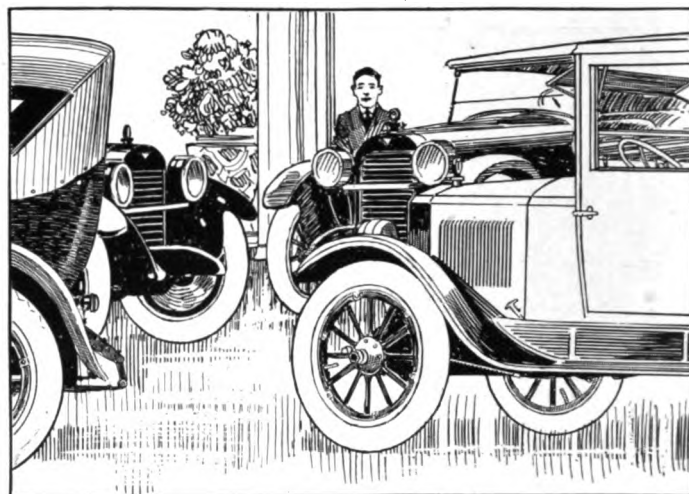
J. A. Reed, Daytona, Fla.—"I have more than doubled my sales after using this Plan. I find the C. I. T. to be mighty good to deal with."

Gilbert Motor Co., Leavenworth, Kans.—"The C. I. T. is a wonderful plan. All our prospects to whom we explain the retail deferred payment plan are as much enthused over it as we are."

E. V. Stratton Motors Co., Albany, N. Y.—"The Finance Plan is producing for us. It is helping our dealers and our own retail department. The Hudson Motor Car Co. played a trump card when the C. I. T. plan was accomplished."

Chattanooga Auto Co., Chattanooga, Tenn.—"Never experienced a more valuable plan. Using both wholesale and retail. Have done business with several finance corporations but our dealings with the Commercial Investment Trust have been most satisfactory."

R. J. Schmunk Co., Cleveland, O.—"We appreciate the advantages of Finance Plan and are encouraging our dealers



You can display FOUR cars for the same amount as you can ONE car with cash.

to employ it even to the extent of discontinuing with other finance companies."

Black-Frasier Motor Car Co., Columbia, S. C.—"The Finance Plan has made our business what it is today. Enabled dealers to make sales that would otherwise have been impossible. We have found the C. I. T. service to be the highest class of any financing concern we have dealt with."

Plan Endorsed by Factory

The depression of some months ago resulted in a tightening of credits to all business. During that period the motor car dealer suffered particularly because retail sales notes were hard to dispose of and bankers were often unable to grant the needed credit for stocking cars.

As a result there was an insistent demand from dealers for a finance service that would not fail them when it was most needed. In answer to this demand the Hudson Motor Car Co. made a rigid, careful investigation—not only of finance companies but of the whole finance business.

The result of this investigation was the endorsement of the C. I. T. but only after Hudson had become thoroughly satisfied that the rates were the lowest possible for the service rendered and that the plan itself was in keeping with the business methods of the Hudson Motor Car Co.

Since the Finance Plan has been offered to Hudson dealers, the investigation has continued, and we today repeat the original endorsement given to it in the letter of Mr. O. H. McCornack, Vice-President, under date of September 15th, 1922.

"We are convinced that the plan offered is the best obtainable, both from the standpoint of reliability and service. Safe, reasonable, reliable. Prompt service of this character will in the future enable you to materially increase your volume of business. We unhesitatingly recommend to you the opportunity of using this service."

Offers a Reliable Service

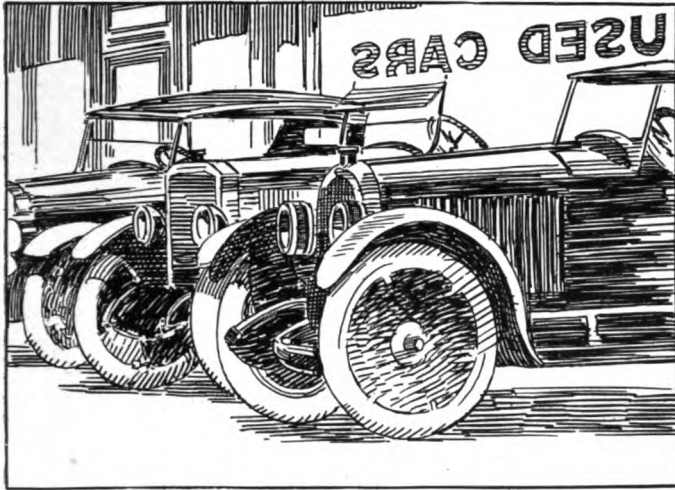
The Hudson-Essex dealers who want to assure themselves of a never-failing source of credit accommodation will make arrangements now with the C. I. T. Even though the service may not be needed right now for stocking cars, it is always needed for retail sales notes. And when the Hudson Motor Car Co. says that the C. I. T. plan "is the best obtainable, both from the standpoint of reliability and service," it has covered two important features.

The C. I. T. is reliable because of the large capital, competent management, and long experience, which has



You have cash in bank instead of notes and accounts receivable.

HELPS DEALERS TO BIGGER PROFITS



You can sell used cars on a good business-like basis.

enabled it to become one of the largest companies in this business. A line of credit established with the C. I. T. is insurance against the loss of business sometimes resulting from dependence on finance companies not so strongly organized.

Obtains Cash Immediately

Quick service is a prime consideration. In dealing with the C. I. T. the dealer obtains the money for his retail sale notes the same day they are completed. The "sight draft" service that provides this great advantage is a recent improvement. If you are not entirely familiar with it, ask us to give you the details, but remember you get your money for retail sales notes handled through the C. I. T. often more quickly than you could obtain it from a company operating in your own city.

A New Advantage

Hudson dealers can now endorse C. I. T. retail notes "without recourse." All that is required is an agreement to buy back such few cars as are actually repossessed at only the amount of the past due notes, and to collect an additional \$3.00 when computing the retail charges.

Under this plan the dealer is relieved from all collection annoyances and the payment of attorney's fees and repossession expenses, and his only responsibility is to pay the amount of the unpaid notes when, and not until, he receives possession of the repossessed car. And even then his equity in the car is safeguarded by collision insurance which protects the dealer only.

The repurchase agreement referred to is of great benefit to the dealer because otherwise when retail notes are handled "without recourse" but without such an agreement, finance companies require that they have an opportunity to pass on and reject the credit risk before the deal is made. Under the C. I. T. "without recourse" plan the dealer passes on the credit risk himself and does not need to delay his deal to await a finance company credit investigation.

The Used Car Plan

The C. I. T. also handles notes on used cars. A recent investigation indicates that where used cars are sold on terms of less than 40 per cent. down payment and more than ten months time on the balance, the percentage of repossessions is dangerously high. For that reason we endorse the C. I. T. regulations on used

Distributors and Dealers Endorse Plan as Business Builder; Factory O.K.'s It

car notes of 40 per cent. down and ten months on the balance, and recommend them to Hudson dealers.

Your Banker's Attitude

Bankers who thoroughly understand the advantages of the C. I. T. Plan frequently recommend it to dealers. Very few oppose it. They recognize that the use of this plan makes stronger and better dealers. Bank lines of credit are not affected, because bankers consider it just as good business for a dealer to turn his retail sales notes into cash, as it is for him to sell his stock of used or new cars at full value and for cash. Where previously the dealer's statement would show "Notes Receivable," it can now read "Cash in Bank." Thus all of the dealer's credit at the bank is preserved for the ordinary needs of his business.

Your Stock of Merchandise

Have you ever lost a sale because you did not have a sample car to show your prospect? If so, just remember that you can now carry four cars on your floor on the wholesale plan with the same amount of money approximately that you carry one car if you pay cash for it.

Have you lost any sales this year because you were unable to finance a reserve stock last winter, from which you should be making deliveries now? The Floor Plan is designed to cover just this point. Can you afford to lose this big advantage?

Dealers will find that the C. I. T. plan for displaying and storing cars is entirely adequate and economical.

A Finance Program for Dealers

There is nothing more important to a dealer than a thorough plan for financing his business all the way through. For the ordinary purposes of his business he may wish to utilize a bank.

For the rest, the C. I. T. offers the best general plan. It is better than local finance companies because it has much larger resources. Some of these concerns may have certain sales points which seem attractive. But to weather periods of stress it is necessary to have greater reserves and a larger variety of business than can be obtained by these smaller concerns.

The Factory's Recommendation

It should go without saying that the Hudson Motor Car Co. has no interest in the C. I. T. whatsoever, except as the C. I. T. offers to its distributing organization a well-rounded credit service.

Several finance concerns have competed for Hudson's recommendation. It has weighed the one against the other; it has examined the values and services of all. It has come to the conclusion that the C. I. T. is the best plan available, and it thoroughly believes that this plan will prove profitable for the men who use it.

Because it is interested in seeing that dealers and distributors are fully aware of the C. I. T.'s whole proposition, the Hudson Motor Car Co. asks those interested to return the coupon:

**HARRY G. MOOCK, Sales Manager,
Hudson Motor Car Co.**

1. I am interested in any plan to better my business financially, and I would like to know this about the C. I. T. Finance Plan. (It is understood that this places me under no obligation.)
2. I am now using the C. I. T. Finance Plan.

Name

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Your 'Phone Address: Flat Rate Sales: Fleets Again

WITH the touring season on, thousands of motorists are going to be looking for Hudson-Essex dealers in every city and town. Nine times out of ten, their first impulse will be to ask for a telephone book, and to look in it for the Hudson-Essex name.

Dealers whose business names are not such that they are listed under Hudson-Essex in the 'phone book will find it a good investment to buy an extra listing. The cost is small and the possibilities of transient business are great. A good listing name would be Hudson-Essex Sales & Service.

★ ★ ★

Hudson and Essex price levels are possible because overhead and non-productive expense have been cut to a minimum. That's a good business tip to dealers.

★ ★ ★

DICKINSON Motors, Inc., of Shreveport, La., have a speed-up news letter for their sales staff. In a recent number it says:

"All salesmen will greet with delight the announcement that the Service Department has been put on a flat rate basis. Every salesman knows that the Service Department is as great an asset in selling Hudson and Essex cars as his own sales story. A buyer wants to know how he will be taken care of after he takes the wheel. So it goes. Sale of Cars—Good Service—Resale. The sooner we learn that everything we do not only helps the other fellow but ourselves as well, the better for us all."

Righto! That system and that spirit will sell motor cars.

★ ★ ★

Is every dealer—and every salesman—taking a part in good roads activities? It's good business and good public spirit too.

★ ★ ★

RESIDENT dealers are not only making good money themselves and helping dealers increase their sales volume, but they are also developing into fullfledged Hudson-Essex representatives. Wherever they are established, there is an immediate sale of several cars—proof that the demand actually existed and only needed an opportunity to show itself. One city—Knoxville, Tenn.—reports that in one short month its resident dealers developed a surprisingly large volume of business and that several of them are eager to step up into regular dealers.

★ ★ ★

Did you ever see a motor car bargain like that new Hudson all-aluminum sedan and mounted on the Super-Six chassis—for less than \$2,000?

★ ★ ★

HERE'S a new idea for associate dealers: At Albany, a company of the National Guard has taken on an associate dealership for Hudson-Essex, the funds to go to the company fund. Four officers of the company own Essex cars, and the whole outfit is constantly on the look-out for prospects. Sales have been pleasingly good.

★ ★ ★

THE Porter-Minehan Company, associate dealers at Atlanta, have sold 22 cars in the last five months to the Southeastern Underwriters Association, to be used in road traveling work. The sales were made only after tests had shown the Essex to be the most economical business car in the world.

The H. O. Harrison Co. of San Francisco likewise has scored on fleet sales, having placed a standardized set of cars with the Sunset Printing Co.

Hudson Proves Mettle in Continental Run



Party in the Desert near Yuma, Arizona.

A REAL test for the Hudson Sedan—a test that tried its reliability, its economy and its comfort—has just closed with the completion of a 16,000 mile trip in which the motorists touched all four corners of the United States.

The tourists were Mr. and Mrs. Reuben C. Small and Mr. and Mrs. Elisha H. Small of Fall River, Mass. In a Sedan which they purchased from Robert W. Powers, Hudson-Essex distributor, they completed the trip with a running average of 136 miles a day.

What is more remarkable, all the members of the party are 60 years old, or more, and quite willing to admit it. They found in the Sedan a car which enabled them to travel with entire comfort and without fatigue. Upon

their return to Fall River, they were full of praise for the Hudson's wonderful performance.

In their trip, they encountered desert and mountain roads, tropical swamps, snow piles on the mountain passes, and the usual varied roads of a transcontinental tour. Yet they had no difficulties whatsoever.

Their tour itself was an education. Giant trees, historic battlefields, petrified forests, boom towns, desert stretches which lie far below sea level, old Spanish forts, mountain roads that hang to the very brink of towering cliffs—these are some of the features which cling to their recollection.

They have told literally hundreds of friends of their wonderful trip, and of the part which their Hudson played in it.

Sets Hot Pace in Used Car Selling

ONE of the vital business principles of the Jesse A. Smith Auto Co. of Milwaukee is to keep used car sales apace with that of new ones. One of Smith's most recent achievements was to sell more used cars in a sale than he had advertised—advertising 33 cars and selling 41.

Mr. Smith told the story in a special advertisement which read:

"These eight additional cars were on our floors, but the general overhauling, repainting, replacing of worn parts, etc., which we give all our used cars, was not quite completed.

"When buyers saw them, however, they insisted on buying them, and allowed us time to complete our work of making them 'like new in every essential quality.' This is a wonderful record. A record of which we are justly proud, because it tells a story of vital interest to us and to used-car buyers.

"It proves that our used cars are in wonderful condition—the best that skilled labor and new parts can make them.

"It proves that our assortment offers a choice of selection—large enough to satisfy all classes.

"It proves that our sales policy is entirely in favor of the buyer.

"It proves that our policy of NO EXTRA CHARGE for time sales is a most desirable and worthwhile feature.

"It proves that the Public recognizes this institution as Wisconsin's most reliable automobile house.

"It proves that it pays us to sell used cars on the same high business principles as we sell new cars.

"It proves that our policy of selling 'automobile service' whether in used or new cars, builds a bigger, more satisfactory business.

"It proves beyond any doubt whatever, that Jesse A. Smith sells BETTER used cars than can be obtained elsewhere.

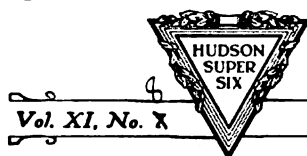
"It proves positively that Jesse A. Smith's used car prices are very low.

"It proves that it is decidedly to your advantage to see us when considering the purchase of a used automobile.

"We have a choice stock of used cars that offers the same high grade makes, the same big values, the same mileage service, the same 'new' appearance, at equally low prices as those that sold so readily only two weeks ago."

THE HUDSON TRIANGLE

and
Essex Topics



ONE COMPANY - ONE POLICY - ONE PUBLICATION



July 2, 1923

To Hudson-Essex Distributors and Dealers:

THE present list prices on Hudson and Essex cars give our organization a selling advantage which we feel should lead us all to a new high volume of summer business.

A special sales letter has given you an opportunity to compare our price position with the positions of other manufacturers. This comparison is worthy of your careful and continued study. We feel that even our own organization will be surprised at our highly favorable comparative position.

With these new prices, we believe all will agree, we have the odds definitely with us in the following vital sales points:

Large enclosed car production. Superior construction points.

A low price for all models. A large body of satisfied owners.

A line of cars based on utility and economy.

As products embodying these points, Hudson and Essex cars have a definite place in the motorist's mind. He accepts them without argument. The message we must convey to him is the new price level.

The average motorist will not realize this new price level unless you place the facts before him through vigorous and aggressive personal sales effort. He has a thought in the back of his head that Hudson and Essex cars are much higher than they are—rather above his price class, in fact.

That is a thought which we must dispel. That is a market that we can easily enter. Let us reach out and obtain that business. You can hardly talk price too often or too energetically.

The new prices have been named in full confidence that they will mean a continuance of capacity summer sales. With the new prices go our best wishes to all Hudson-Essex men in the field for increased business through greater values.

Harry G. Crook

Sales Manager

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Using The C. I. T. Will Pay a Profit To Mr. Dealer

IN retailing motor cars these days, the question is not, "Shall I use a finance plan," but rather "What finance plan shall I use?"

It is with this fact in mind—that distributors and dealers *must* have dependable methods of displaying cars and of carrying their numerous time-payment sales, or lose much business that is logically their's—that Hudson has recommended to its field organization the use of the C. I. T. finance plan.

Hudson's recommendation of this company came after a thorough examination of all plans on the market—a study which in its extent and completeness cannot be made by the men in the field without an undue expenditure of their time.

Why The Plan Is Endorsed

Distributors and dealers who have been with Hudson a long time know how cautious and conservative it is in recommending to its dealers any proposition whatsoever. It was only because of Hudson's realization that its dealers, to assure their long-run success, must be equipped with the right type of finance service that it made its analysis and reached the decision to recommend the C. I. T.

There are two general types of dealers who have not as yet availed themselves of this useful service. They are:

First, the man who is relying on a local finance concern.

Second, the man who thinks his bank or his personal resources will be able to carry him in times of stress.

A Comparison of Methods

To any man who is seeking an intelligent choice of the various sources of credit, a comparison must be made between each of these agencies and the C. I. T. plan which the Factory recommends. Let us consider first the local finance company.

This plan is often "sold" to dealers by local promoters as a matter of "supporting a local enterprise." *Therein lies its greatest weakness.* A local finance company must necessarily depend on the financial resources of a limited community, whereas the ideal finance concern must be a huge reservoir of funds from many sources and many localities.

It is when the business of his own locality is depressed that the dealer will need credit assistance the most. Yet at this very time his local finance concern will inevitably be up against the same problems as himself—short local funds. There is nothing theoretical about this—it is a fact that many a dealer has learned to his distress.

Six Points Favoring the C. I. T.

- 1 *You get immediate cash* on each transaction through the "sight draft" plan. This enables you to have cash in bank instead of notes or accounts receivable. Keeps your money in a liquid state.
- 2 *Relieves you of all collection annoyance*, thus giving you more time to devote to the selling of motor cars. More profits result. Leaves your financial problems in the hands of the specialist in that line.
- 3 *Your liability is reduced* to a minimum by using the "without recourse" feature of the retail plan. Collision insurance protects you against having damaged repossessed cars thrust back on your hands.
- 4 *The plan is a selling point* if no other time payment plan is available to offer your customers. Even though you have a credit plan, are you sure the rates are as reasonable as the C. I. T. in proportion to the service rendered? Is your present credit plan as profitable to you as the C. I. T. "without recourse" plan would be?
- 5 *Dependability of C. I. T. service* throughout the entire year and year in and year out.
- 6 *A great advantage* is that it furnishes an outlet for your "used car" retail paper.

During these temporarily depressed times, competition is naturally even more aggressive than usual, and the wise dealer—the fortunate dealer—is the one who has built up for himself a financial connection with sufficient resources to carry him through.

Carried on Through 1920-1921

One of the facts about the C. I. T. which impressed Hudson the most when it was studying all finance plans was *that in the 1920-21 depression the C. I. T. carried through every dealer with which it had an account.* How many local concerns can say the same thing?

This one great fact is itself sufficient to give the C. I. T. the preference over local finance concerns. But there are several additional minor advantages which are of considerable importance. First, the C. I. T. has a "sight draft" plan which gets the money to the dealer immediately—the same day the car is delivered. Second, the C. I. T. has a "no recourse" plan which does away with the preliminary investigation of credit risks. Third, the C. I. T. has an excellent floor plan which it offers to its customers. Fourth, it handles used car paper. In a word, the C. I. T. is a complete finance service.

Add to all this the great fundamental fact that the C. I. T. is big enough, strong enough and well-managed enough to fully understand a dealer's problems and to *serve him when he needs it the most*, and there is little ground left for the one-locality finance corporation.

Not a Banking Proposition

Secondly, let us consider the dealer with either large personal resources or strong banking connections. These very dealers and distributors will admit that the discounting of time-payment notes is not primarily a banking proposition. In times of protracted prosperity, or in the case of individual car purchasers whose credit is above criticism, banks may have funds which they are willing to advance on these notes.

But in times of stress, banks generally have had other uses for their funds, and have heretofore proved unable to care for the credits which a dealer must have. This is

a matter of history which no banker will question.

In fact, most bankers will themselves recommend that dealers ally themselves with a dependable finance house. There are many uses for bank money in the automobile business other than the financing of time-payments, and the dealer who cares for this feature with the C. I. T. will be a much more desirable borrower than the man who asks the bank to carry the whole load. Banks of course do not and cannot offer the complete dependable service which the C. I. T. affords.

Slowing Up Sales

As for dependence upon personal resources, this is a policy which requires such very large sums—and requires them when every department of the business is calling for funds and credit—that its adoption is likely to slow up sales very seriously in times of depression. A competing distributor with only fair personal resources, but with a reliable finance arrangement, would be in a much stronger sales position.

Generally speaking, the average dealer is a better salesman than a banker, otherwise he would not be in the business of selling automobiles. A banker is a banker because he feels he can make more money at banking than in any other field of business. By the same token, you are selling motor cars because you have convinced yourself that you can obtain greater returns as an automobile dealer than in some other line. Consequently, the time and effort you spend in your chosen vocation should naturally yield you a larger return than at something else.

To summarize: The C. I. T. is a finance service complete and dependable, it handles all finance problems in a prompt, practical way; it has a record of carrying through its dealers in time of stress. Hudson has examined it—*critically*—and recommends it for usage. Dealers and distributors who are interested can obtain full details either by writing to Harry G. Moock, sales manager, or directly to the Commercial Investment Trust, Liggett Bldg., 42d & Madison Ave., New York City.

The Flat Rate Plan Has Made Us More Money

ANOTHER Hudson-Essex distributor who has adopted the Flat Rate service system and found it profitable from every standpoint is J. S. Harrington, Inc., of Springfield, Mass.

The plan went into effect just about the time that the Harrington organization acquired and moved into a new separate building for service and used cars. These two facts naturally brought about a determination by Mr. Harrington to look into every detail of the used car and service departments of his business. A number of changes were installed, all of which proved them sound.

Customers Well Satisfied

"We really think that the Flat Rate system has made more money for us than any other basis we have worked on," says a letter to the Factory. "Our customers without exception are very much satisfied and our men seem to put more pep into the work.

"We find that our mechanics—who are second to none in the country—are able to beat the time laid out by the Factory, which of course makes more money both for them and for us.

"There was a feeling at first that, due to the cash basis, we might lose some of our old trade, but we find that we are not only holding our own customers but getting the other fellow's too. Last week we overhauled two —s, business which we did not solicit but which came to us voluntarily."

Cash Basis Works Out Well

The experience of the Harrington organization with the cash basis repeats the story of other distributors and dealers. Motorists are really alive to the fact that a book-keeping and collection system, with the inevitable bad debts, costs real money which the customer must pay in his service bills. The Flat Rate system on a cash basis takes out a great amount of lost motion in a service station.

With the cash basis installed the customers of the station were offered a \$25 book of cash coupons for \$23.75. These have been made interchangeable with a considerable number of other eastern distributors, so that the tickets will buy service work within a wide touring range. The bargain price attracted a large immediate business. It has naturally increased equipment and supply business, and has proved of great benefit in strengthening the service department's cash position. A number of owners deposit their tickets with the service manager.

The new Harrington service structure has about 30,000 square feet of space. It is so



The 'business end' of the J. S. Harrington service station, where owners are met for an examination of their cars. The Flat Rate System has been a business builder.

located that neither elevators nor ramps are required—all service work being done on the first floor. The layout is such that parts and tools are highly convenient to the service mechanics. Cars can be brought in, serviced, and driven out with a minimum of delay and inconvenience to owners. Sixty jobs a day are easily cared for. The promptness, convenience and economy of this service work are proving a sales argument of decisive value.

The Used Car Policy

The second floor contains the used car and storage departments. The used car policy is to sell only cars which can be placed in good running condition; others are disposed of to brokers. This of course protects the general reputation of the company for reliable goods in all departments.

When a Hudson-Essex owner comes to the establishment for service he is met at the door by a service salesman. The car is quickly examined and the owner's order is taken for certain definite work. Right at hand is a rest room for customers and the office of the service manager. Minor work

is done while the customer waits; more extensive operations are written up and the car started immediately through the shop. The owner is told then and there what his bill will be and at what hour his car will be ready.

Makes Cash Payments Sure

This not only is a convenience to the owner but is of substantial assistance in enforcing the cash-payment policy.

Because of the flat-rate and cash-payment system, the accounting and job-recording work is simplicity itself. The fact that all service work is done in one large space makes supervision easy and efficient.

The broad idea behind the new establishment is that prompt and businesslike service is of great assistance in building up public good will and confidence. When a service shop becomes so well known that the owners of other cars patronize it for overhauled jobs, it is obvious that an impression of great value has been made upon the community. There is probably nothing that creates a better impression upon a motorist than an experience of competent and economical service, and once his confidence has been obtained future sales are a matter of natural consequence.

Hudson-Essex Cars all Renewed

LITTLE ROCK, Ark., has adopted a plan of completely reconditioning used Hudson and Essex cars before they are re-sold. So well has this plan been received that the Little Rock newspapers recently devoted considerable space to describing and commending it. In an interview, Miss E. S. Currie, General Manager, is quoted as saying:

"This firm will not sell a used Hudson or Essex car 'as is.' When one is traded in, it is immediately sent through the shops for all necessary mechanical work; new battery if needed; new tires are substituted for those badly worn, and it is not unusual to put on all new tires; a complete new top is installed where necessary, or if the top is in good condition, the curtains are carefully gone over and fitted; if upholstery is ripped or cushions

have bad springs, all this is given careful attention, then the car is sent to the paint shop for a real paint job.

"The entire organization feels a special pride in the rebuilt cars. It is hardly possible for us to keep a stock of these reconditioned Hudson cars, and we usually have a waiting list for the reconditioned Essex cars of all models.

"That there is a market for cars thus treated there can be no doubt; many men want a car of standard make, but do not feel like putting into the purchase the price of a new car. If they are able to buy one that has been used, that looks good and runs good, at a reasonable price, they will appreciate it as a real value, and become a real booster for the firm. Our company numbers among its new car purchasers many people to whom we first sold used cars."

Price Advantages: An Early Super: Demonstrate

A CONFIDENTIAL price comparison has been forwarded to all Hudson-Essex distributors and dealers. It shows exactly the price position of both Hudson and Essex cars in the present market. A study of this list, and a mastering of the facts which it contains, will be worth the time and energy of every Hudson-Essex man. You will be surprised to find what a wonderful price advantage Hudson and Essex cars now hold.

★ ★ ★

Last winter's busy sales proved that the automobile business need not have such sharp peaks and valleys. Prove that fact again this summer.

★ ★ ★

THE first Super-Six ever sent to Texas—and the forty-third Super ever built—is still giving service today despite 450,000 miles of running. During much of its life it was used in jitney service. It came into the possession of the William Morriss organization of Dallas in 1920 and has since been used as a service wagon. Mr. Metz Carpenter, the shop superintendent, writes that the car is still most satisfactory in its performance. The Factory knows of a lot of Super-Sixes which have exceeded 400,000 miles; does anyone know of one which has passed the 500,000 mile mark?

★ ★ ★

There is no mystic stunt or plan that will solve the used car problem. But anyone can solve it by basing his used cars policy on the rules of common sense and good business.

★ ★ ★

ARETAIL sales manager writes us: "Salesmen should demonstrate Hudson and Essex cars more. We know that is difficult, because prospects now simply want an appraisal of their old car, and their usual remark is, 'Oh, we know your car is all right.' Right there the mark of the real salesman is the ability to take command of the situation and to induce them into a demonstration where he can show that Hudson and Essex aren't simply 'all right' cars but cars of a most unusual ability and value. The question is, does the prospect sell us his car or do we sell him ours?"

★ ★ ★

There is no longer much doubt about the advantages of specialization—using all your time and energy towards a single goal. This is applicable in the case of a dealer who is now spending much of his time in collecting notes covering time deals. The question arises, is it profitable for a dealer to mix banking and collecting with his primary business of selling motor cars? Can not a C. I. T. finance specialist be employed more effectively and at less expense?



On a main thoroughfare of Rochester, an illuminated wall sign tells the city of Alling & Miles certified cars. The large letters can be read a quarter of a mile.

THE trend of used car selling among Hudson-Essex distributors and large dealers seems to be toward the maintenance of a separate store. This allows the main establishment to be used entirely to new cars, and puts the used car department squarely on its own legs as an independent unit. One of the best used car establishments recently opened is that of Alling & Miles, Inc., at Rochester, N. Y., which sells only "certified used cars."

It Never Had a Chance

"Much has been said and written about the used car problem," says E. M. Alling, President, "but it has always been the contention of this firm that automobile men were making a mountain out of a mole hill.

"The used car never had a fair chance. There is a great demand for good used cars for they represent maximum values in transportation without large depreciation figures. Why should they be considered injurious because of a lack of knowledge on the part of a few who are doing a so-called business in the automobile field?"

In opening their show room exclusively for Certified Used Cars, Alling & Miles, Inc., have this thought in mind. The new building, thoroughly modern and excellently equipped, affords ample space for a good stock of cars where they can be inspected under clean, light surroundings to the best advantage of purchasers. Cars can be driven out for demonstration on a moment's notice.

Good Values Sold

The policy governing the merchandising of Certified Used Cars is founded on sound business principles. The firm welcomes good used cars in exchange for new ones, and they insist on the value being there when taken in trade, so that when they are again sold, good honest value can be offered. The purchaser of a certified used car is given a certificate of the car's condition. This gives him absolute knowledge of what he is paying for, assurance that he is spending his money wisely.

The stock of cars is complete—not too large—not too small, but enough variety in makes and models to afford buyers a wide choice. There are no spectacular or absurdly priced bargain sales.

Are You Up on Hudson Prices?

THE price of Hudson and Essex cars has become the most interesting NEWS in the automobile world.

Do you Triangle readers, as dealers and salesmen, know how many enclosed cars in the market priced lower than an Essex Coach? What these cars sell for in the open models?

How many thousand-dollar sixes there are which are now selling their enclosed models at a HIGHER price than the Super-Six?

How many enclosed cars there are, with an open car price of more than \$1,000 and an enclosed car price of less than \$1,200?

How the various broughams, cabriolets, coach-sedans and cabrioles compare in price with the Hudson and Essex Coaches?

How many 'light sixes' there are which ask \$500 or more for their enclosed models than the Essex Coach?

How many cars in the \$1,000-\$2,000 class over which Hudson-Essex coaches have a decided price advantage?

What percentage of buyers are urgently asking for enclosed cars? How many others would rather have moderately priced enclosed cars if the matter were brought to their attention?

It will pay every dealer, every salesman to have this price situation down pat. It is the big NEWS of the automobile market. Our competitors aren't anxious at all to spread it—that is up to us. But amid all claims and arguments, these Hudson and Essex prices are FACTS.

Learn these facts from every angle. They are your greatest sales builders.

THE HUDSON TRIANGLE

and
Essex Topics

Vol. XI, No. 8



ONE COMPANY - ONE POLICY - ONE PUBLICATION



August 2, 1923

A Complete Price Tabulation Will Help You Sell More Cars

AUGUST first is here, and with it various new models of automobiles. On the whole the level of prices substantially higher — certainly enough higher to accentuate the wonderful price advantage now enjoyed by Hudson and Essex distributors, dealers and salesmen.

Despite all that has been said on the subject, it is doubtful whether the Hudson-Essex field organization thoroughly realizes and appreciates the price level at which these cars are selling.

If these facts are not thoroughly understood by each member of every Hudson-Essex selling unit, how are they to be radiated to the public at large?

This study is recommended to every organization:

Draw a comparative price list, using delivered prices in your city. Such a comparison need not be elaborate, but it should include every car with which Hudson and Essex come into competition.

It is highly probable that dealers and salesmen have these figures in their minds, in a general way. Nevertheless the tabulation and arranging of them will bring into mind more definitely and concretely the exact advantage which Hudson-Essex holds.

If each salesman has such a list with which to work, it would be quite fair and effective for him to show it to prospects. When the prospect asked for prices, he might take the tabulation from his pocket, and the natural result in almost every interview would be that the prospect would ask to see the comparative prices.

Very few prospects really understand that they can now obtain a Hudson or Essex enclosed car at a lower price than the open models of cars which — to be conservative — are certainly not the superior of Hudson and Essex in any respect. With the definite figures properly arranged, the facts can be presented in a manner which will result in many sales.

With such a sales plan based on a price study, the sales organizations will have the advantage of harmonizing their personal sales efforts with the general advertising campaign. For August, the Factory's advertising will emphasize price advantage in every piece of copy. Salesmen and dealers who tune in with that program will find their sales efforts most effective.

How Distributor Can Help His Force Best

THE distributor described in the article below is a Hudson representative of several years' standing. Possibly some of his dealers may recognize him. A distributor who really takes adequate care of his territory has a real job, both for himself and his organization. The editorial is from a recent number of Motor World.

The Distributor's Job

"There is much more to the distributor's job than passing on to the factory dealers orders for cars and taking the 5 per cent commission when the automobiles are shipped into the dealer organization. The most successful distributors are those who have become most thoroughly acquainted with their dealer organizations and who have developed to the highest degree co-operation with their dealers.

A Promotion

THE announcement is made of the promotion of H. P. Federspiel, special sales representative, to Assistant Sales Manager.

Mr. Federspiel has been with the Hudson Motor Car Co. about a year, and has become well acquainted with the distributing organization.

"We were privileged recently to watch the wheels go round in the office of a distributor who has a record for co-operation with his dealers. It did not take long to discover that the distributor himself, as well as his wholesale manager and his two wholesale traveling men, was thoroughly familiar with the dealer organization. It soon developed that one of the reasons for the distributor's knowledge of his dealer personnel and their problems was that he makes a practice of spending about one-third of his time out in the towns where his dealers do business. This has won for him the confidence of his dealers and in addition it has put him in position to offer them valuable assistance in their merchandising and service work.

Real Sales Helps

"This distributor has recently undertaken monthly compilation of registrations of his own and competing cars in the territory of his dealers, providing his dealers with vital information which they could not undertake at their own expense. This information, with weekly reports from his dealers of new and used car stocks, has made possible a most practical supervision of the dealer's car schedules from one dealer to another, or from the distributor to a dealer or in the opposite direction, to avoid shortages or oversupplies of different models in different parts of the territory.

"To build a successful distributorship, says this merchant, know your dealers and help them make money."

Essex Fleet of the Sunset Magazine



EVERYONE on the Pacific Coast reads *Sunset*, the distinctive magazine of the Far West. *Sunset* is not only interestingly edited and finely printed but it is aggressively and ably managed too. For its staff of business getters it has purchased a fleet of seven Essex closed cars from the H. O. Harrison organization at San Francisco.

Flat Rate a Winner, Report Concerns Who Have Given it a Test

"It stimulated our repair business."
"It brought owners back who had drifted away."

"It has meant increased earnings for our service department."

These are expressions from three distributors and dealers who have installed the factory Flat Rate plan of charges for all service work. All of them have now been operating long enough to give the system a thorough trial, and all report that nothing could induce them to go back to the old, uncertain, suspicion-breeding time-and-material basis.

Their experiences harmonize with the universal satisfaction which Hudson-Essex distributors and dealers have found in this new plan of solving their service problems. The letters are as follows:

Results Pleasing

F. E. Dunnivant Motor Company, Warren, Ohio—"I wish to advise you that we have been using the Flat Rate plan for some time and the results are very pleasing. While the charges average about the same as a time charge, we noticed that our announcement that the flat rates were in effect, brought back many old owners who had drifted away to general repair garages and also that owners when told the charges on an operation, invariably inquire the rate on several other jobs and in most cases authorize us to take care of everything.

"Thus the flat rate enables us to do more business, please more owners, and last but by no means least, keeps the Hudson and Essex cars on the streets of our city performing properly.

"First it was Coaches for sales, then national prices for parts, now flat rate for

service, NO WONDER HUDSON AND ESSEX SELL."

Better Service Earnings

The Bliss Auto Sales Company, Toledo, Ohio—"We are pleased to report that the Flat Rate plan has been in operation in our Service Department for the past three months. The plan has not only proved very satisfactory to our Hudson and Essex owners, but has also proved to be the solution of increased Service Department earnings. Under no condition would we consider returning to the old Rate per Hour basis of repairs.

"In addition to contracting repair work with the aid of the factory list, our Service Department is also contracting the repair of cars damaged by accident. We find this class of work to be a great source of profit.

"Assuring you of our co-operation in the furtherance of the plan, we beg to remain."

Owners Better Satisfied

McGough Motor Company, Inc., Montgomery, Alabama—"We desire to state that we have had the Flat Rate system in effect since the day that we received your chart. We have found that it means more money and better satisfied customers. It is a sales help of great value and we have run a series of advertisements in all the local papers, as well as written circular letters to all owners telling them of our flat charge plan and giving specifically the rate on several of the common operations. Naturally this has acted as a considerable stimulus to our repair business.

"As we have stated heretofore, the Flat Rate is a thing we have long felt the need of and we are now endeavoring to use it to the best advantage. We shall appreciate it if you will supply us with two more copies of the chart."

C.I.T. Financing Plan Covers Wide Range

WHEN a dealer enters into a business agreement with a finance concern, he ought to assure himself that it is able and willing to provide him with a complete discount service, wholesale and retail. It is the completeness of service that makes the C.I.T. worthy of Hudson's recommendation to its dealers.

For any legitimate discount task—wholesale or retail, new cars or reasonably used ones—it will afford full service, and it protects everyone concerned in many important details which other companies do not include in their plan.

Because of the very active sale of Hudson and Essex cars, the financial problems of dealers so far in 1923 have been comparatively simple. There is no reason to doubt however that the late fall and winter will bring about the necessity for a reasonable stocking of cars so that deliveries in the spring may be assured.

An Early Start

It is for this reason that every Hudson and Essex dealer should make a start toward providing for his inevitable financing problems.

The C. I. T. service usually is available only as a unit. That is, the customary practice is to assist dealers on the floor plan only if they are awarding their retail business to the C. I. T., and to purchase used car paper only when a substantial amount of new car business is offered.

This practice is a sound principle of business, and it offers to Hudson and Essex dealers an opportunity to care for all their finance problems through one familiar channel.

Learn the Facts!

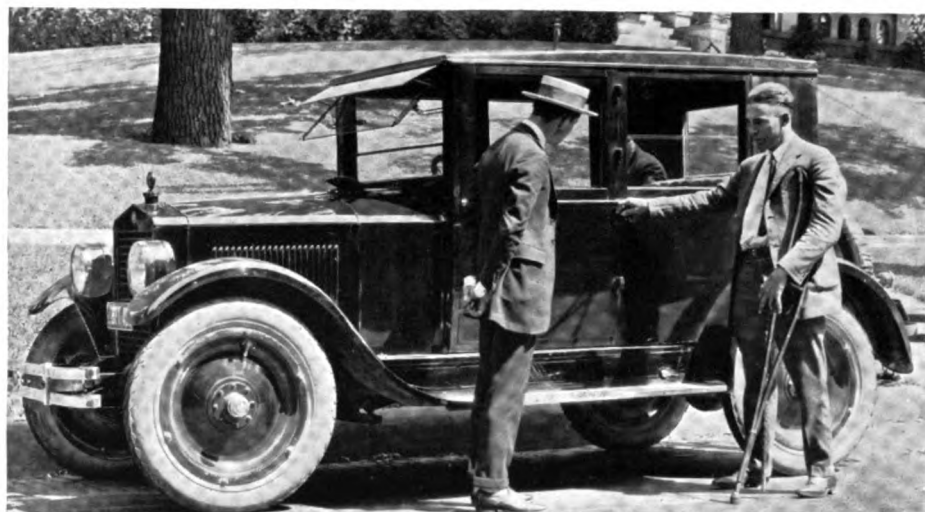
One of the most beneficial steps a dealer can take in increasing his sales and insuring his future ability to handle an expanded business is to get in touch with the C. I. T. and learn the details of their proposition.

When this study is being made, the dealer may remember that the Hudson Motor Car Co.—interested in increasing the ability of its dealers to handle a larger volume of business—has carefully compared all finance plans now available, and that it has become convinced as a result of the study that the C. I. T. proposition is the best one available. Its recommendation followed as a matter of course.

Using Your Credit

One of the mistakes which dealers sometimes make is to offer all their best retail discount business to finance or banking concerns which will not assist them adequately either in stocking cars or in disposing of used cars. And then having offered the best of their discount business to these companies, they attempt to sell their less desirable paper to a large concern like the C. I. T. The proper course obviously is to place the entire account—fat and lean—with one concern which is able and willing to handle it.

Handicaps Can't Stop a Real Go-Getter



***PHYSICAL** handicaps do not deter James H. Beute (right) of Grand Rapids, Mich., from achieving a success as a Hudson-Essex salesman. Both of Mr. Beute's legs were amputated near the hips several years ago, following a railroad accident, but despite all difficulties he is making an excellent sales record. The secret of his growing sales volume is systematic hard work, both mental and physical. Beute's success despite impediments that would discourage the average man is an inspiration for the more fortunate Hudson-Essex salesmen who can summon every faculty to their assistance in closing a deal.*

Used Cars? Here's a Distributor Who Doesn't Mind 'em at All

ONE of the largest distributors of Hudson and Essex cars went into the summer mid-season with only seven used cars in his retail establishment. He actually could have used more of them than he had. The distributor is Aaron DeRoy of Detroit, who believes that there is no particular system or secret in marketing used cars, but that the problem can be solved by simple common sense plus the right kind of business energy.

DeRoy's low stock of used cars was not due, either, to overly cautious methods in moving his new automobiles. For in the first half of 1923 he sold considerably more Hudson and Essex cars in the Detroit territory than had ever before been placed in all lower Michigan in an entire year. Practically all of his retail sales involved trade-ins, but the trade-ins were so handled that the used car department showed a substantial monthly profit.

Avoid Risky Deals

"The first thing to remember about used cars," said Mr. DeRoy, in response to a request from the TRIANGLE, "is that Hudson and Essex dealers are offering mighty good new car values for sale. Let every man get that fact firmly in mind, and with it the realization that Hudson and Essex cars do not require risky or unbusinesslike selling methods.

"That means that used cars can be bought at right prices. Every automobile dealer would like to 'buy 'em right,' but unless his brand of new cars is above question he is at a serious disadvantage and is led into many bad deals.

"One piece of bad advice often given dealers is to take only standard makes of cars. My

view is that the sole basis of used car valuation—for a dealer—is the question of whether it will or will not sell. Our used car department has found a number of so-called off-brand cars which command a ready market at all times—for the right price. Having bought them at the right price, we are able to handle these deals very handily.

"This of course helps our new car sales, because some of our competitors are limiting themselves to the 'standard cars' and are thus shutting themselves off from a great deal of business. We find that, because of this competition, we are compelled to bid higher for so-called 'standard' used cars than for the other.

Each Case Separate

"The only course therefore is simply to consider each new car deal separately, and to offer to buy any usable motor car which can be marketed at a profit and which will back up our claims as to its durability. In the choice of used cars don't be prejudiced.

"Of course we put used cars in good running condition, but the idea of a complete overhaul is hardly sound. It is seldom that such a job will pay for itself. The used car buyer isn't looking for a faultlessly smooth motor or axle, but for a fair-running car at a used car price. As a matter of policy Hudson and Essex cars should be more completely cared for.

"My idea is to keep used car stocks down through aggressive selling in the spring and early summer. Then when mid-season comes there is an opportunity for continued business, particularly if all your competitors have so loaded themselves that they can accept no used car trades at all."

Replying To Mail: What is Wanted: Finance Plans

ONE of the tests of an efficient business organization is the promptness with which correspondence is answered. Once this type of delay or laxness enters a business establishment, the whole family of inattention to details is on the threshold. The Factory management realizes that its amount of correspondence with dealers is large. Nevertheless, each message is important and deserving of a prompt reply. Promptness of correspondence is one of those details which periodically require a jacking up and dealers will do well to look into their records to see how this work is being carried on.

★ ★ ★

Apropos of the new-model season: What the public wants is not more complications of any sort, but more simplicity, more economy, and a good closed car at a reasonable price.

★ ★ ★

THE Japanese government has just bought a fire engine, mounted on a Super-Six chassis, one of the requisites of which was that the pump would throw 300 gallons of water. This pump—not the motor pump—was driven by the Hudson motor. On test there was not the slightest difficulty in greatly exceeding requirements. It wasn't even warming-up exercise for the smooth-running Super-Six.

★ ★ ★

Many Dealers who fully understand all phases of sales and service-sales have never made a careful study of finance plans. Yet the right financing plan can be made to yield probably more added new sales than any other one single factor—the old gettem energy and determination alone excepted.

★ ★ ★

GOV. AL SMITH of New York has just purchased a Hudson Coach as a birthday present for his daughter. The salesroom of E. V. Stratton Motors Co., Hudson-Essex distributor, is just across from the capitol. Furthermore the Governor is well acquainted with Fred R. Cook, Hudson-Essex salesman, and when Mr. Cook had finished with his description of the Super-Six the governor was ready to buy.

★ ★ ★

PRICE! That's where the Hudson car leads all others, has led for the past months, and has now taken an added spurt to the buyers' advantage. The average automobile buyer who wants a substantial car feels kindly toward any manufacturer who shows a disposition to give the buyer the benefit of saving in overhead.

★ ★ ★

QUOTA is impersonal.

Quota is heartless.

Quota has a "Camera eye."

Quota keeps step with Father Time.

Quota, like the press, has the power of "Pitiless publicity."

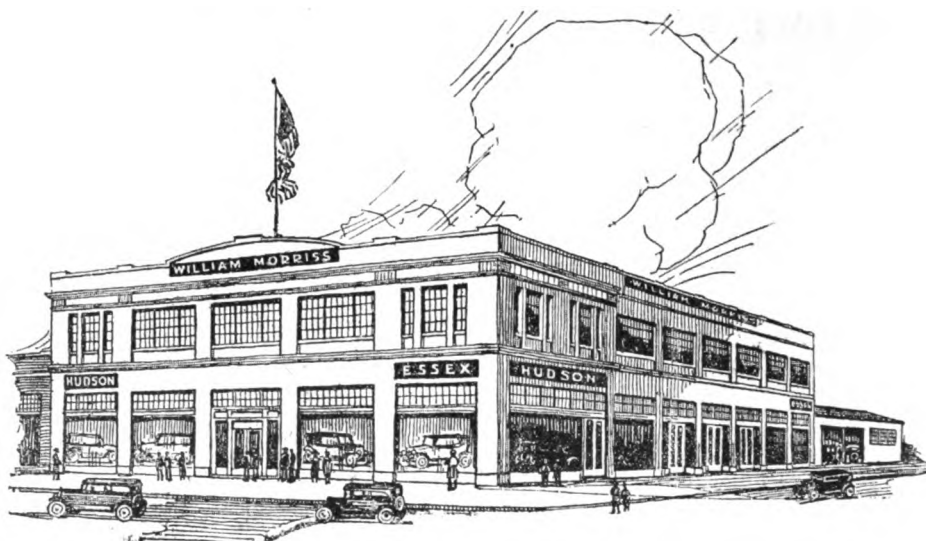
Quota is just.

Quota rewards the victors.

Quota inspires red blooded men to do their best.

Quota, in short, is modern efficiency in business.

Better Sales, Service for Wm. Morriss



ANOTHER fine new Hudson-Essex structure, including exceptional service facilities and full arrangements for operating on the Flat Rate basis, is announced by William Morriss, distributor at Dallas. The new building is described by Dallas newspapers as one of the finest in the city, yet it is built with utility in mind and with the idea of offering Hudson-Essex owners a service which will assure an increasing business.

New structures, if elaborate, are often open to the objection that they tie up too much capital which should be kept as a liquid asset of the business, but the Dallas building is said to avoid this difficulty by designing its features in such a way that they will facilitate both its sales and service work. It is of two stories, constructed of re-enforced concrete and brick and is modern and complete in every detail, making one of the finest automobile distributing buildings in the entire Southwest.

The main building, containing the sales-rooms and offices on the ground floor, faces on Ervay street and runs back along Cadiz. It is connected with the present service building, which faces on Corsicana street, by an open-air service court, which is one of the unique features of the plant.

By the utilization of the service court, which covers an area of 10,000 square feet, it is believed that service to Hudson and Essex cars can be rendered in a much more expeditious manner, avoiding any delay in elevating the cars above the ground floor. All service work is under the Flat Rate plan of charges for service.

Other departments in the William Morriss Building are fully as complete as the service department. For the parts department 10,000 square feet of floor space has been set aside and a stock of parts, including every part necessary to assemble a complete car, is kept on hand.

Adequate storage facilities for new and used cars are provided on the second floor of the building.

Niagara Falls Dealer Has Right Idea on Progressive Service

IF a dealer had a prospect for a car, is there any reasonable attention he wouldn't give him to assure the sale?

"Wouldn't he give himself every possible assurance that he kept their friendly interest—and that they didn't become unduly interested in other cars?"

"Well—every dealer has those prospects. They are his owners. It follows logically that he should do everything consistent with good business which will assure him of their future business."

This is the business philosophy expressed by James J. Sheppard, of Dolan-Sheppard Motor Co., a firm which has established a great service reputation for itself at Niagara Falls, N. Y. Mr. Sheppard continued:

"A man who has a Hudson or Essex car is half sold, or more, on another one. He is very greatly pre-disposed to our cars. If we

just treat him with the consideration which is his due as a prospect, we have far better than an even chance to sell him again.

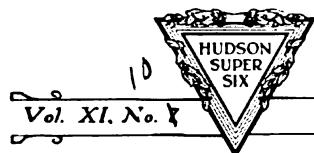
"We regard our service manager, Mr. Allen, as one of the men chiefly responsible for building up our sales volume. It is not only fair prices that make satisfied service-buyers—it is courteous treatment and prompt work. We know this service policy is right because of the great business that has come from it this year.

Niagara Falls of course is a great tourist center, and the Dolan-Sheppard concern makes a particular effort to give them efficient and friendly service. They will even help tourists obtain rooms or other accommodations in emergencies, and the friendly atmosphere about their whole establishment is most noticeable. The stock of parts is adequately large.

It is just another case of the right kind of service bringing an ever-increasing volume of sales.

THE HUDSON TRIANGLE

and
Essex Topics



Vol. XI. No. 4

ONE COMPANY - ONE POLICY - ONE PUBLICATION



September 3, 1923

The Season Is Ready-Made For Big Coach Sales

Open Car Owners are Preferred Prospects

PEOPLE are thinking of coal, overcoats, and closed cars. Both season and selling situation are ready-made for the Coach. Dealers and salesmen will cash in on it in proportion to the energy with which they exploit the obvious advantage of their position.

Big sales for open cars are past. High-priced closed cars have a limited market. Open car owners are ripe prospects for Coach sales. Buyers with the price of a good open car can afford the Coach. These months offer a double appeal and opportunity in its sale. It is an all year car—selling against open cars with summer vanishing; and against closed cars either far costlier or far inferior in chassis quality.

The Hudson and Essex Coaches and the Hudson Sedan cover completely the closed car field from \$1,000 to \$2,000. The value is outstanding whether the demand is for the sheer utility and mechanical goodness of the Coach or for the beauty, luxury and distinction of the Sedan.

The Coach price advantage with closed car utility and fine chassis quality is exclusive to Hudson and Essex. The market offers nothing like it. All efforts should be directed towards making the most of our exclusive advantage.

Call attention of prospects to the short remaining weeks in which an open car may be driven comfortably. The reminder is just as forceful now as if it were backed up by a snowstorm. It is the right time, too, for going intensively after open car owners. Show open car owners that they can drive a Coach usually without the outlay of any money—which is possible through the C. I. T. plan. You face no price resistance in leading buyers from a competitive open car to the all-year comfort of the Coach. And present open car owners offer a big field which can readily be converted to Coach ownership,

In the Coach we now have the chassis, the closed car advantages, the price, and the Season of Greatest Opportunity. That should mean greater and more profitable business for us all.

65,000 COACHES IN SERVICE

New Card System Will Aid You in Service

TO help distributors and dealers maintain and better the Hudson standard of service, the Service Department is offering a set of stock cards which will assist substantially in improving records and effecting economies.

The purpose of the cards is to cut down the slow-moving stocks of parts, and to assist the dealer in keeping an adequate supply of those which are frequently called for. They will aid materially too in saving express charges.

Every dealer and distributor will receive soon a set of these cards, together with a letter explaining their use and describing how they can be installed.

Carry the Right Parts

These cards are offered by the Factory solely as a service to its dealers. The Factory feels that their use will actually save money for the dealer and at the same time insure an adequate supply of parts in all territories.

The thought is this: Most dealers wish to invest about a certain amount of money in their parts stock. These cards will so help them systematize their stocks that they will be able, with this definite sum of money, to carry those parts which will prove most profitable to them and serviceable to their Hudson and Essex owners.

Many dealers think that they are achieving this condition right now. But the cards will substitute system for guess work, and will perform their task better than the closest watching of the corners.

It Beats Guess Work

Some dealers now use what is known as the 'maximum and minimum limit' method of keeping stocks. The flaw in this is that these figures are not changed enough to meet constantly fluctuating conditions, hence they mean nothing.

As the cards are arranged at present, they assume a three months' stock of parts. However, considering that payments for these parts are not due until the end of the month, sales in the meantime will have reduced the stock to a two months' supply. Furthermore, the investment will all be in parts which turn over the fastest.

The system has been tested, and the Factory can give entire assurance that it will require no more work—if as much—than the one most dealers are using now. The protection it gives is invaluable, and it permits all dealers to take full advantage of the Factory freight-prepayment plan, which in itself will add considerably to profits.

An Incidental Help

One of the incidental benefits is that it will stop the careless habit—prevalent in more places than anyone likes to admit—of allowing mechanics to help themselves to parts, and then putting the burden of remembering about it upon the mechanic.

A letter describing the whole plan will arrive in a few days to every dealer in the organization, and it will be profitable for all to read and consider it carefully.

It all tends practically to the one great end—faithfully serving our owners and making them our firm business friends.

Dan Stafford Shows How to Do It

SAN FRANCISCO SALESMAN ESTABLISHES REMARKABLE
RECORD—CONSISTENT WORK IS HIS SUCCESS SECRET

DAN STAFFORD, star salesman for the H. O. Harrison Co. of San Francisco, sold 80 new Hudson and Essex motor cars and 34 used automobiles from January 1st

up to August 1, 1923. His sales record for 1922 was almost as notable, and he has led all other San Francisco men both seasons.

What makes Mr. Stafford's mark all the more outstanding is the fact that previous to joining the Harrison organization, a little more than two years ago, he had had no sales experience whatever. He had been an accountant and office man for twelve years, a position he had to give up because his physician ordered him outdoors.

After deciding to become an automobile salesman and persuading the Harrison sales manager to give him a trial, he started a steady grind of work. His reports show that he made a great many more than the average number of personal calls in a day. It was three months before he sold a car, but he never became downhearted.

An analysis of Mr. Stafford's efforts will reveal that hard work more than anything else is responsible for his success. Mr. Alexander, the Harrison sales manager, tells that Dan is never late or absent from the daily 8:30 a.m. sales meeting.



Maps Out the Day's Work

In fact, he waited at the door so many mornings for somebody to open up that he was presented with a key to the building. And once in he is busy with pencil and paper, mapping out the day's work.

One customer told the Harrison people that he had no more idea of buying a car than he had of flying, but our salesman had just let him sell himself an Essex. And that is a good example of Stafford's methods; he doesn't lead the sales conversation, but permits the

(Continued on third column, next page)

MY CREED

A SALES-INSPIRING MOTTO THAT CAN BE READ WITH
REAL PROFIT BY EVERY MEMBER OF OUR ORGANIZATION

I BELIEVE IN THE STUFF I AM HANDING OUT,

In the Firm I am working for,
In my ability to get results,
That Honest stuff can be passed out
To Honest Men by Honest Methods.

I BELIEVE in working, not weeping;

In Boosting, Not Knocking;
And in the Pleasure of my Job.
That a Man gets what he goes after,
One Deed done today is worth two done tomorrow,
That no Man is Down and Out
Until he has lost faith in himself.

I BELIEVE in Today and the work I am doing,

In tomorrow and the work I hope to Do,
In the sure reward which the future holds,
In Courtesy, Kindness, Generosity and Friendship
And in Honest Competition.

I believe there is something doing,
Somewhere, for every man ready to do it.

I believe I am Ready, When?

RIGHT NOW!

—From The Speedometer, the live speed-up-sales letter of Dickinson Motors, Inc., Shreveport, La.

C. I. T. Turns Sales When All Seems Beyond Hope

AFTER extensive study of finance plans, both local and national, the Hudson Motor Car Company endorses without reservation the Commercial Investment Trust and recommends its use to Hudson and Essex dealers. It means larger sales opportunities. With this thought the following experience of one dealer has been set down:

A dealer, Geo. W. Hickman, of Oliver, O., had sold a car to a prospect who wanted to pay in ten months. Fine. The buyer was an excellent risk—one of the large majority who today are buying cars out of their current earnings.

But—just previous to this—Mr. Hickman had made a similar sale and in taking the notes to his bank for discount, had been informed by the banker that he would handle this one, but no more. Mr. Banker had discovered that morning a bad loan and all automobile paper was in disfavor.

Not So Cheerful

Not so good for Mr. Hickman! A perfectly good deal, no trade in, a customer that would do him a great deal and—no way to handle the deal. He had cash, but also other uses for it. The gloom was broken by Miss Secretary.

"Mr. Hickman," she said, "not long after I started to work for you a letter was sent to some firm in New York with a financial statement. They returned a supply of blanks, which I filed. Why not look into their plan?"

"Oh," exclaimed Hickman, "we could never wade through all those forms." But, as the reminder turned over in his mind, with the probability of losing the sale, he asked the young lady to bring him the blanks.

All Figured Out

The delivery price of the Hudson speedster was \$1500 in his city. He started looking through the forms to find out how to figure the interest, and much to his surprise his first glance discovered a rate chart with the charges all figured. Further to his amazement he read that this amount included fire and theft insurance and protection against conversion.

The complete charge for one third down and ten monthly payments amounted to only \$93. It's no trick to add 93 to 1500 and he discovered that one third of this was 531 and the equal monthly payments would be \$106.20. He'd only been at it two minutes and here it was all figured.

Only Three Forms

Picking up a form, he found attached to it a set of very careful and complete instructions. The form itself he found was a simple Conditional Bill of Sale (a Chattel Mortgage in some states) which took no time at all to fill in. Going further he found one single note—not ten as would be used under many plans. There was also a space for the purchaser to make a general personal statement. All very simple.

On calling the prospective owner into his office, it took but a moment to fill these in. The papers were signed, Mr. Hickman received a check for \$531 and the deal was finished. Here was Hickman with a car sold

An Essex Does Five Men's Work

LOS ANGELES CONTRACTING ASSISTANT FINDS HOW MOTOR CAR MULTIPLIES THE WORK HE CAN PERFORM



THIS is Mr. Fred Mosher, a contracting assistant in Los Angeles. In twelve months he has driven his car forty thousand miles—and it has enabled him to do the work of several men.

Distributors, dealers and salesmen will do well to have local cases of this sort in mind. There is still a considerable mistaken public feeling that the automobile is a luxury. The opponents of the motor car business ignore the manner in which a motor car multiplies its owner's productive ability. It is up to everyone in the automobile business to bring home this truth to the whole public at every opportunity.

on time, the papers made out and the car delivered, all within a half hour.

"Not so bad," he sang out, "but here I am with a signed note. Now how do I get my money?"

Credit Immediately Given

Glancing over his instructions, he found that by drawing a sight draft on C. I. T. and presenting it at his bank with the papers pinned to it, it would be immediately cashed. At his bank's draft and discount cage, he was told that the amount would be credited to his account at once.

As he walked back to his showroom, Hickman talked a little to himself.

"By golly, that young lady has done me a great service. I've taken less than an hour to complete that sale and—the money's in the bank. How did I ever overlook that so long? The Hudson factory was certainly wise when they recommended the C. I. T. We needn't ever worry again about selling our cars on time. I'm going to look into their floor plan and used car service too. The C. I. T. has my business from now on."

Of course the dealer's name and address has been changed. This same experience might happen to you.

Are you prepared?

Why not write the factory TODAY and get lined up with this same simple but effective finance service.

New slogan of the service department of J. S. Harrington, Inc., Hudson and Essex distributors, Springfield, Mass.:

Where we take the ICE out of SERVICE.

(Continued from page 2)

prospect to submit his buying objections and then goes back at him with the proper sales arguments. Of course he knows Hudson-Essex from A to Z, and he uses the sales manuals constantly.

Mr. Stafford keeps constantly in touch with his owners, and no matter how busy will always attend to their wants. Not long ago, he spent nearly half a day getting an insurance adjustment for an illiterate Italian Essex owner who had damaged his car and didn't know what to do.

Is there any Hudson-Essex salesman who has beaten this record? If so, let's hear from him.

Hudson-Brace Adopts C. I. T. Retail Finance Plan 100%

FURTHER proof of the satisfaction given by the C. I. T. finance plan when it is thoroughly understood, is illustrated by the enthusiastic adoption and endorsement of the Hudson Brace Motor Co., of Kansas City.

They write: "At first we had no intention of selling the C. I. T. our paper, in fact we were very much against it. We are now endeavoring to throw all our time sales paper to them. We are selling a greater volume than ever this year, new and used cars, at retail, almost all of which are sold on time, and the assistance of this finance plan is too important to overlook."

Other Hudson and Essex distributors and dealers who have not yet adopted the C. I. T. will find advantages, upon re-examination, that they would not willingly do without.

Prosperity on Farms: 65,000 Coaches: Raffle Sales

"THERE is one fallacy I should like to point out in connection with the farmer," says Julius Rosenwald, president of Sears, Roebuck & Co., in an article in The New York Times. "Time and again I meet people who insist that in spite of what the farmer says about his money losses he is prosperous. They point to the fact that nine farmers out of ten own automobiles. Let me say that the ownership of an automobile is no indication of prosperity. The farmer, by virtue of his vocation, needs some kind of vehicle to take him to market. In the past it was the horse and wagon, today it is the automobile. That is not a mark of prosperity, but only a mark of progress."

★ ★ ★

There are many people still 'knocking' the automobile business, particularly time sales. Talk back to them with opinions like Mr. Rosenwald's.

★ ★ ★

FARM prosperity will mean good fall markets. Wheat prices are low, but the value of all crops is reported by the Department of Agriculture as two billion dollars greater than a year ago. In only a very few sections is wheat an actually important crop. The good—and advancing—prices for other farm products means not only farm prosperity but general good times. Consider the fact that between now and the end of the year, there will actually come from the soil \$2,000,000,000 more than came last year.

★ ★ ★

Utility—worth—price—quality construction—all value, no frills—that's the Coach. Keep your advantage through aggressive salesmanship.

★ ★ ★

IN Woodmere, N. Y., the Fire Department sought a car and all the dealers were in hot competition. Some talked special price. But George F. Zipp, Hudson-Essex dealer, talked 'hidden values' and he took away the order. Mr. Zipp writes that two of his competitors handling other lines drive Hudson-Essex cars for their personal use, all of which doesn't hurt Mr. Zipp's sales to any great extent.

★ ★ ★

Sixty-five thousand coaches now in service. Tell your prospects that when they raise questions as to its durability. The Coach means a steady all-year-around business.

★ ★ ★

HUDSON and Essex products are so good that they should certainly not be sold in any manner which reflects on their worth. Sometimes, the easy sale to a 'raffle' or 'lottery specialist' is tempting, but often there is a mighty bad reaction. The public gets the idea that Hudson-Essex is in some way responsible for the questionable methods often employed by professional lottery or raffle men. Hudson products must always be careful of the company they keep.

R. W. Powers' New Service and Sales Building at Fall River, Mass.



Finest of the Powers chain of Hudson-Essex Service buildings. Below a view of the handsome sales room.

Centrally located for greater convenience to all owners. Super-service department equipped with all the latest appliances and systems for high grade service and repair work.



Service Plus Did It

FALL RIVER, Mass., is a Hudson and Essex town, from headlights to stop signal.

Service did that.

Robert W. Powers, distributor, has just completed a handsome new Fall River Service and Sales Building to prove his success. And to make it yield bigger rewards to the future.

And service did that, too, according to Mr. Powers. Of course he acknowledges that a great share of credit in the winning of Fall River belongs to the product and the policies of the company. But he insists the finest of automobiles cannot achieve the position to which it is entitled without the plus quality of real, intelligent, friendly service that makes owners know they have a fair and loyal organization to deal with.

Just what there is in the Powers' slogan of "Service First", especially when it is taken out of the motto class and put on the firing line of actual performance, is best illustrated by a visit to Fall River.

Hudson and Essex cars sail by in droves. They are parked in fleets. They meet you at every corner, and they are in strong force throughout the surrounding territory.

It is perfectly in keeping with the Powers' theory of success that a big proportion of floor space in the new building is devoted to Service. The Service Department is equipped

with the latest inventions and finest equipment available. The most modern system prevails in the attention to customers, the mechanical performance of the work, and in the clerical details of the department.

It would take columns to enumerate all the time saving devices and appliances with which the new plant is equipped. Its completeness is indicated by the variety of the departments, all of which are of sufficient size to require a special foreman. These include, the engine department, woodworking, metal blocks and springs, painting, upholstering and the parts department.

A feature that will interest Hudson dealers and distributors are the two automobile turn-over repair machines, which enable the workmen to turn the cars over on their sides while working and abolish the need of pits for underneath repair work.

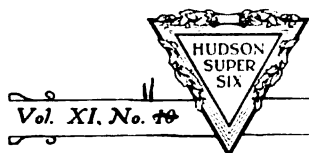
The service station is of five stories yet no elevator is needed, the various street levels around the building having been ingeniously utilized to reach all floors.

The Hudson and Essex automobiles are the same everywhere. And Hudson and Essex service is noted everywhere for its average high standard.

"Service First" the way Mr. Powers serves it has been a big factor in making Fall River an out-and-out Hudson-Essex town. It is a mark to shoot at, and a wonderfully profitable one to hit.

THE HUDSON TRIANGLE

and
Essex Topics



Vol. XI, No. 49

ONE COMPANY—ONE POLICY—ONE PUBLICATION

October 1, 1923

Closed Cars, Price Margins, Great Value—

THESE ARE YOUR SELLING FACTS

SUPER-SIX Coaches selling lower than sedans built on less-than-a-thousand-dollar chassis.

Super-Six all-aluminum sedans selling hundreds of dollars less than any car which you would think of comparing with them.

Essex Coaches—a value attested to by thousands.

These are the cars which Hudson-Essex distributors and dealers have to offer as the closed car weather comes on us.

Since Hudson-Essex brought out the coaches, *most* motorists have come to see that all seasons of the year are closed car seasons. But with autumn winds blowing, *all* motorists prefer enclosed cars, and you have the additional advantage of knowing that every motor car salesman for all lines is talking closed cars.

When motor car buyers start looking into enclosed cars, Hudson-Essex sales are bound to increase. *The weather is working for us.*

Advertising campaigns are based on closed car sales; your sales force has become specialized in enclosed cars; and there is the outstanding fact of a price advantage which is not even approached.

Other motor car salesmen may talk of new mechanical ventures. But the wise strategy for Hudson-Essex salesmen is simply to state the well-known mechanical advantages and reliability of his product, and then to bear down on his closed car proposition and his great price advantage. In that way, we shall close the great year of 1923 with a record business, and all decks cleared for the campaign of 1924.

Essex Victorious in Climb to 'Top of the World'



Shultz Drives Sensationally to Beat All Comers in Pikes Peak Dash

ONCE again Hudson-Essex is triumphant at Pikes Peak.

With his special Essex averaging nearly 40 miles an hour up the highest and most hazardous highway in the world, Glen Shultz, of Colorado Springs, won the free-for-all 1923 climb—and he won it against cars with 50 percent larger motors, not by seconds but by *minutes*.

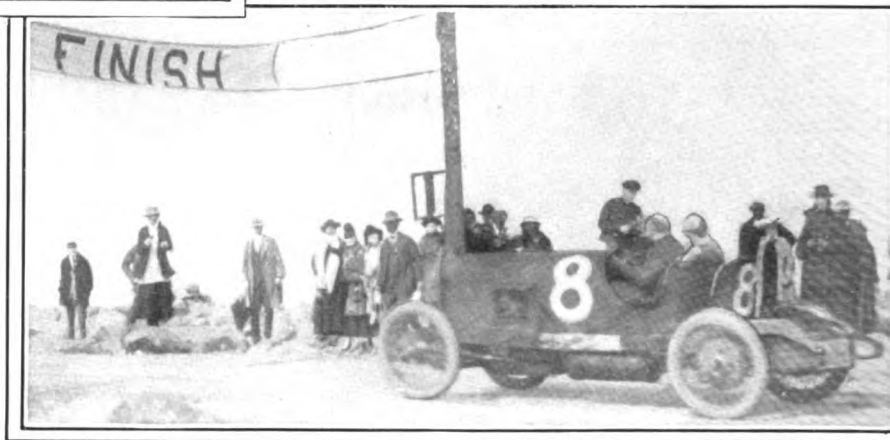
Shultz's time was 18 minutes 47.4 seconds, which is the fastest ever made up the mountain by cars of any displacement since Ralph Mulford christened the route in 1916 with a victory for the Hudson Super Six. Mulford's time was 18 minutes 24.7 seconds. These two Hudson-Essex records are the only drives ever made in less than 19 minutes, and average nearly two minutes faster than any victories ever scored by other than Hudson-Essex cars.

One, Two, Three—Hudson-Essex!

And the third fastest time ever made to the Top of the World was by King Rhiley of Oshkosh in 1921, who won that contest in a daring drive with a Super that was all the more sensational because he was far from familiar with the road.

But Shultz's victory of this year, scored with a car of the Essex size, is certainly as praiseworthy as any in the history of the climb. It proved out Shultz's theory that the race could be won with a car of 183 inch displacement—provided that car could stand the gaff. The Essex could, and did.

Shultz's drive was sensational every inch of the way. He has almost lived on the course for years and he knows its every twist and whim. The Essex he had specially prepared with his own hands. Thus mentally fortified against doubts, he dashed into the sharp-curved turns and along the overhanging ledges with a sureness and daring that would not be denied.



At the top, left, is Shultz running at full tilt in his winning drive up Pike's Peak. The oval at the right gives an idea of the curves and grades. The bottom photograph is of the Hudson Super Six which Ralph Mulford drove to victory in 1916 at a speed which only Shultz has since approached.

The largest crowd that ever gathered on the Pikes Peak course witnessed the classic. Long before the starting time, the road up the great mountain was lined with thousands of cars. They were rapidly shoved into position and the road cleared for the grind.

Of the race the Denver Post said:

"Favorites came through. Shultz and Loesche (Lexington.) Shultz by setting a record for preliminary trials in a heat two days ago, indicated that he was out for blood this year, and the results proved it.

"Shultz and C. H. Meyers (Studebaker) who took second place in the climb and was the real dark horse of the day, gave exhibitions of masterly driving. Shultz rounded the curves on the course at breakneck speed and drove his machine at full tilt all the way".

The Pikes Peak race has three classes, divided in accordance with motor displacement. Following the victory certain racers who had won in their special classes released publicity which might be construed as claiming a general victory. This is misleading; Essex was the fastest car up the hill, regardless of motor size—which makes its victory all the more striking. All Hudson-Essex victories have been of the fastest-up-the-hill type.

Following the race, Shultz exhibited the winning Essex with Tom Botterill at Denver

—where it crowded the showroom and sidewalks—and then came East for a visit as the guest of the Hudson Motor Car Co.

He brought with him the news that, with one more victory, Hudson-Essex could take permanent possession of the \$10,000 Penrose trophy, a cup made up from Colorado silver and gold and offered by Mr. Penrose because of enthusiasm for Colorado mountain roads.

Shultz Visits Factory

The men at the Factory saw in Shultz a modest, mild-mannered young man, with almost a boyish smile. Even a casual conversation revealed his thorough understanding of motor car mechanics and a cool self-confidence that means everything in a tight place.

When he spoke of the race, it was always of his car and his mechanics who helped him tune it, and not of the manner in which he drove.

Incidentally, he split his entire cash winnings for the race among the boys in his shop.

Since his victory, Shultz has been requested by several concerns to drive for them in next year's race. But he is thoroughly satisfied with Hudson-Essex, and if Hudson should decide that it is good policy to enter next year's contest, Shultz will doubtless be at the wheel.



H. H. DUNN, Inc.,
Portsmouth, Va.

Hudson Motor Car Co.,
Detroit, Mich.

Gentlemen: The H. O. Harrison Co., of San Francisco, is very fortunate in having a man like our friend Dan Stafford and his record of 80 New Hudson and Essex Cars is very wonderful and we would like to see him increase this record and I also would like to do as well just once, "that's all."

From January 1st, to date I have sold 35 new Hudson and Essex Motor Cars and 22 used cars in a city of less than 40,000. "How's that?" (That's fine.—Ed.)

Of course, Mr. Dunn figured largely in many of these sales but I personally participated in all of them.

Good luck to DAN and I hope his efforts will make me step a little faster.

Yours very truly,

R. P. Bunting, Jr.
Salesman, Stock Room
Boy and Shop Fore-
man.

★ ★ ★

SCENE: Golf course.

Actors: Three automobile distributors, one of them Hudson-Essex, and a golf professional.

Action: All three receive their individual instruction, and then the Hudson-Essex man turns to the professional and sells him an Essex Coach.

Fade-out: the competing distributors—right out of the picture.

Moral: Ask 'em to Buy.

★ ★ ★

George H. Moriarity, of Phoenix, Ariz., sends this in: "Who says enclosed cars cannot be sold in hot weather?"

"In Arizona, with a temperature of 130 in the shade, and I am ashamed to say how much in the sun, we delivered three Hudson Coaches, four Essex coaches, and three Hudson sedans in one day.

"When you hear a thing cannot be done, that is just the time to start in and do it."

★ ★ ★

Robert W. Powers, Jr., of Fall River, Mass., 14 years of age, without any assistance, sold three Hudson-Essex cars, two of them for cash and the third one on short-time paper.

A Promotion

The Hudson Motor Car Co. announces the promotion of W. A. James from Advertising Manager to Assistant Sales Manager. Mr. James will continue to supervise the activities of the Advertising Department.

SERVICE NUMBER



The CONNECTING ROD



Published 'every little while' in the interests of Hudson and Essex car owners by HAMLIN & WICHMAN

Vol. 1

SEPTEMBER 1, 1923

No. 2

Flat Rate System of Charges Now Used By Hamlin & Wichman

The Flat Rate System of service and repair charges—prepared for dealer use by the Hudson Motor Car Company

THE Connecting Rod, the 'house organ' of Hamlin & Wichman of Oakland, Cal., is only a four page leaflet about 4½ by 6 inches in size, but it carries a real message of team work and inspiration to the organization.

THROUGHOUT the distributing organization there are appearing a number of little publications which are performing in their own fields practically the same function as is served by the HUDSON TRIANGLE and ESSEX TOPICS in its.

That is to say, these publications are knitting closer together all the men and women in their territories who are working to forward Hudson-Essex interests.

The technical name for such a publication is a 'house organ'. That is to say, the "house" publishes to all its employees a regular statement of the policies which it considers necessary to the common good. The right atmosphere of organization loyalty is created. Where the publication is the work of a distributor, the same effort is extended to the dealer organization. The right team work is encouraged.

Spreading Organization News

Where distributing or dealership organizations are large, there is no question as to the value of these papers. A much more intimate picture of strictly home problems can be displayed than is possible in a publication like the TRIANGLE, the circulation of which is international. One of the best of these papers to appear recently is *The Connecting Rod*, the publication of Hamlin & Wichman, dealers at Oakland, Cal.

Other successful house organs are *The News Letter*, of Shreveport, La., *The Accelerator*, of Evansville, Ind., and *Between Friends*, of the Porter-Minehan Co., Atlanta. The general rule of all such successful publications is:

First, the material should be local. Make the news homey.

Second, don't talk too much about the executives or the owners of the business. Tell the news of what the rank and file are doing.

Third, encourage the feeling that the "organization" is the first interest of all.

Nothing Elaborate Needed

The form which such a publication takes is not important. The *News Letter*, at Shreveport, is a mimeographed sheet, the others are printed. *It is the contents of a publication which make it interesting.* It is a mistake to incur a bill for elaborate printing.

Where organizations initiate these publications, they will find it easier many times to "tip off" certain policies and correct certain mistakes than it is to go at the same problems directly. Oftentimes an entirely new morale can be built: for instance the boys in the shop, the salesmen on the floor, and the young lady in the office can be made to realize that they are all engaged in one effort, and that a lack of harmonious effort among them is an injury to all.

Who May Use It

If you are having little organization difficulties, and have a field large enough to make a publication practical, a house organ may be just the instrument to bring about the results you want.

Be sure your program is sound, entrust the job of editing to someone who believes in it, be careful of the ideas expressed as well as of the manner in which they are printed, and the chances of success are all with you.

Resales to Owners: Service Can Do It: Making Friends

WHY is it not practical to expect that to every Hudson-Essex owner, or through him, we shall sell a car in 1924? The active good will is present in practically every owner today if we treat him properly and if we foster his friendship with the right kind of service. With 85 per cent. of our sales involving replacements, a reputation for the right kind of service is a sales argument which cannot be overrated.

★ ★ ★

WE EXPRESS these thoughts not as platitudes but as policies in which the factory wishes to play its full share. The right kind of service does not necessarily mean a great amount of undeserved 'free' service. But it does mean that we put into action our oft-spoken declaration that we are sincerely interested in seeing that our owners' cars give them full reasonable satisfaction—and that we do not mean simply to talk, but actually to do something about it.

★ ★ ★

GOOD SERVICE—the kind of service that makes an owner actively proud and happy that he deals with Hudson-Essex—is the most effective and most economical salesman in the world. Instead of having our owners' passive good will we have their active friendship and assistance. But when a prospect for a car is told by a personal friend that the car is all right but, the service is rotten, it takes a lot of expensive selling and advertising to change his mind. And then you do not change it. He believes his disinterested friend, not the man trying to sell him.

★ ★ ★

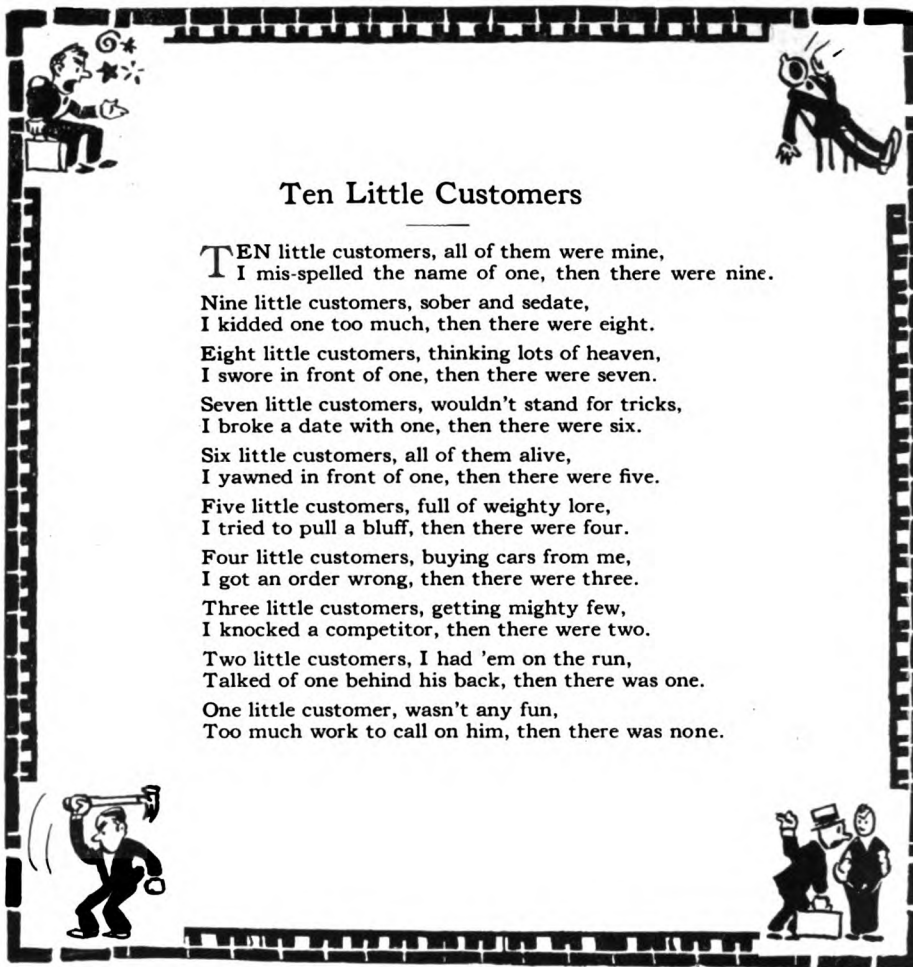
IT IS assumed that every progressive dealer expects to do a better business next year than he has had this year. That being so, there is no better or more practical sales-promotor than a systematic program of seeing that owners are taken care of—that they are given a bit the best of it rather than the opposite. It costs Marshall Field's store something to say 'The customer is always right', but the dimes spent in this policy come back in dollars.

★ ★ ★

WE HOPE dealers have realized in the past few weeks and months that Hudson is more in earnest than ever before on service. For the men who want to stay in the automobile business there can be but one standard of conduct toward owners, and that is an attitude of friendly helpfulness. Ordinarily a man is considerably irritated before he comes to a service shop at all, and the least that can be done is to make it plain to him that a real effort will be made to straighten out his difficulties.

★ ★ ★

FOR many years service has been the subject of some of the industry's snappiest slogans and most high sounding assurances. The public is pretty well fed up with them. What the public wants is prompt service, courteous service, competent service, and reasonably priced service. It is up to everyone—factory, distributors and dealers—to see that this is what the owners get—real service when they want it.



Ten Little Customers

TEN little customers, all of them were mine,
I mis-spelled the name of one, then there were nine.
Nine little customers, sober and sedate,
I kidded one too much, then there were eight.
Eight little customers, thinking lots of heaven,
I swore in front of one, then there were seven.
Seven little customers, wouldn't stand for tricks,
I broke a date with one, then there were six.
Six little customers, all of them alive,
I yawned in front of one, then there were five.
Five little customers, full of weighty lore,
I tried to pull a bluff, then there were four.
Four little customers, buying cars from me,
I got an order wrong, then there were three.
Three little customers, getting mighty few,
I knocked a competitor, then there were two.
Two little customers, I had 'em on the run,
Talked of one behind his back, then there was one.
One little customer, wasn't any fun,
Too much work to call on him, then there was none.

Here's a Letter Which Sold a Lot of Hudson Coaches

SPECIAL sales efforts are in effect everywhere. With autumn competition in full swing, all the men interested in selling Hudson and Essex cars are looking for new ideas and new methods in closing sales.

One of the individual salesmen for the Aaron DeRoy Motor Car Co.—Mr. James J. Amick—of Detroit is engaged in a circularizing campaign of his own.

Having obtained the proper authorization, he sent out to a large list the following letter:
Dear Sir:—

WANTED FIFTY (50) 1922 ESSEX COACHES AT ONCE

In order to secure fifty (50) 1922 Essex Coaches for immediate delivery to the used car buyers of Detroit, I will make the following sensational offer for 15 days only.

SPECIAL OFFER FOR THE FIRST 50 ESSEX COACHES

In Saleable condition.

A NEW HUDSON COACH FOR YOUR OLD CAR AND,

\$166.36 CASH, and \$50.91 a month for 12 months.

OR

A NEW HUDSON COACH FOR YOUR
OLD CAR AND, NO CASH DOWN, just
12 Monthly payments of \$64.77 each.

This is the greatest and most liberal offer ever made during the history of the automobile industry and proves beyond a doubt that the Hudson products are without equal in resale value.

The above figures include all brokerage charge, interest and fire and theft insurance paid up for one year.

Be one of the first, make your decision today, drive a Hudson Coach, the world's outstanding motor car value.

SEE ME PERSONALLY

Phone me, Glendale 9520, or call at our Show Rooms 4462 Woodward, bring this letter with you, and insist on seeing me personally to secure the full benefits of this remarkable offer.

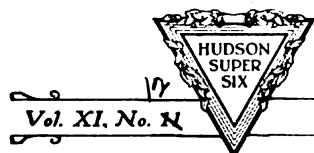
Yours respectfully,
Jas. J. Amick

P. S. If you have a 1920 or 21 model will be pleased to make you a liberal allowance.

That method may or may not obtain desired results in various localities. But it worked in Detroit—and worked mighty profitably for Mr. Amick.

THE HUDSON TRIANGLE

and
Essex Topics



ONE COMPANY - ONE POLICY - ONE PUBLICATION



November 1, 1923

The Hudson Sedan-- Your Greatest Opportunity for Profit

THE greatest opportunity for profit now lies in the Hudson Sedan. As the highest priced unit in the Hudson-Essex line the Sedan naturally carries the greatest gross profit, and as there is no substantially greater expense in selling the Sedan than there is in one of the others, most of this extra gross profit stays in the net figures.

The sale of a Sedan is equally good business for the salesman, for his commission is materially greater.

The Factory plans to lead the way with prompt newspaper and national advertising featuring the Hudson Sedan as the finest car which Hudson ever built.

Then add to these sales advantages the fact that autumn is naturally a Sedan market. Motorists start shopping down motor row to find a car which fulfills all their ideals of outstanding performance and distinguished appearance.

Where are they to find a value which compares with the Hudson Sedan?—a car with one of the finest chasses in the world and with a body constructed by one of the finest and most famous custom-builders in the world.

It is a car which many motorists mentally catalogue several hundred dollars above its real price. Our task is to bring the fact of its favorable price to them, and to demonstrate how easy and practical it has become for them to own a car of its luxurious character. Only under such an arrangement as Hudson has—guaranteeing to absorb the complete output of a large body-building concern, with all that output concentrated on one model—would such a price be possible.

Every Sedan on the street or in the hands of an owner tells the story of a wonderful car at a wonderful price. There is no other Sedan value like it. It is an advertisement in itself.

An aggressive selling campaign on Sedans from now until Christmas will mean hundreds of dollars profit to every distributor and dealer who earnestly co-operates in it.

C. I. T. Plan Earns Profits for Its Steady Users

BELIEVE us, if there is a dealer not using the C.I.T. retail plan he ought to begin to figure," is the statement of a successful firm, Gooch Brothers, of Loveland, Col., which has been using this sales help for months.

"By using this plan," they continue, "you do not have to ask the cashier of a bank, 'Can we?' No, you have a bank of your own, with all the money you need, and on a plan that will fit your customer's pocketbook—and if the plan won't fit you had better pass the deal.

"You sell the plan of payment just like you sell the car. It is a part of the sale. We never sell without the insurance plan if we can possibly help it. One thing to remember is to figure out the plan of payment yourself—we have lost sales because customers started to figure out their own payment plans.

"And besides getting cash promptly on your paper, you get away from all the grief of collection. You don't have the bank calling you up to say that so-and-so is 10 days back in his payment, and to find out what the trouble is.

"We use the C.I.T. plan on 90 per cent of our retail sales, and the other 10 per cent are special deals on small payments, as in the case of used cars. We are thankful to you for getting us started on the C.I.T."

Direct Payment Plan

Alling & Miles, distributors at Rochester, N. Y., have made a practice of allowing customers, if they wish, to make payments direct to Alling & Miles. In turn, Alling & Miles send their own check straight to New York City. This has proved an especial accommodation to customers who haven't a bank checking account, and whose working hours make it difficult to obtain an express or post office money order.

So many customers used this plan that considerable office work became necessary. An arrangement was then made by which the American Railway Express appointed Alling & Miles as agent for the purpose of selling money orders. The customer obtains an American Express receipt for his payment, and the fee for the money order is so small that no objection is met.

Mr. W. G. Herpish, of the Alling & Miles organization, reports this plan a wonderful time saver and an all-around success.

How to Help Your Credit

Distributors and dealers are now at the season of the year when the floor or wholesale plan of the C.I.T. will be most useful to them, enabling them to accumulate a sufficient number of cars to meet the rush of next spring's demand. The Factory has every assurance that the C.I.T. will extend to Hudson-Essex dealers the highest classification of credit, on statements shown.

The C.I.T. finance plan, however, is a complete service covering both wholesale and retail sales, and both new and used cars, and the C.I.T. naturally feels most disposed to co-operate with dealers and distributors who use its complete service.

As there is every probability that 1924 will be the biggest year in volume of business which Hudson-Essex dealers have ever known, it will prove advisable for all to get in touch with this complete finance service and to arrange for a source of credits which will be able to meet this increased business.

Fine New Hudson-Essex Home in St. Paul

ARRANGEMENTS IDEAL FOR SPEEDY AND ECONOMICAL SERVICE TO OWNERS—SALESROOM LIGHT AND ATTRACTIVE



ONE of the handsomest Hudson sales and service buildings in the country—and at the same time one of the most practical—has just been completed and opened in St. Paul, Minn. by the Twin City Motor Car Co.

The structure is 60 feet wide and 138 feet deep. Right next door a plot of similar size is owned. For the present this is given over to a mammoth decorative painted sign in front, and to an open-court parking and storage space in the rear.

Time-saving utilities are installed throughout the building. The sales department and offices occupy but a small portion of the building but they, too, have had careful thought. Particular attention has been given to arranging, decorating, and lighting the showrooms to prevent shadows and reflections.

The plans and specifications were drawn after a personal investigation by officers of the company of the best buildings of the kind in the United States. Their object was to organize a Service Department capable of doing work in the most efficient manner, at the lowest cost to owners and in the least

amount of time possible. A Service Clerk meets all cars at the door. One feature of the Service Station is the Quick Service Department, for the convenience of owners who have minor adjustments for which they wish to wait. The main shop is on the second floor. An unusual amount of window space and large skylights flood the shop with daylight. In announcing the new building, the owners say:

"In planning and building the new Service and Sales Station, we have tried to keep in mind constantly, the needs of our owners. We feel that the building is for your use rather than for ours. Its facilities and equipment are intended to increase your satisfaction and pleasure in owning a Hudson or an Essex car. It is a pleasure to know that the handicaps under which we have worked for over twelve years are ended and that we can now offer you the real Hudson and Essex service which has been our ideal and desire from the first."

All service is on a Flat Rate basis.

\$25 To Get an Owner: How Much to Keep Him?

WE never knew an experienced automobile distributor or dealer who thought he could get an interested or friendly customer for less than \$25. The figure probably runs much higher than that.

If it costs that much to make a man friendly, isn't it worth just as much to keep him that way by efficient, prompt and courteous service at a fair price?

Is there any distributor or dealer who can afford to vitiate his investment in his greatest asset—his list of owners—by anything less than a standard of service which will assure and retain their good will?

When a distributor or dealer permits his service work to be so conducted that a customer's good will is lost, hasn't he given up one of the tangible assets of his business?

Talk Good Business

When someone talks bad business
Someone stops buying.

When someone stops buying
Someone stops selling.

When someone stops selling
Someone stops making.

When someone stops making
Someone stops earning.

When someone stops earning
Everybody stops buying.



ABOUT a year ago the Stathas brothers organized Brown County Motors at Green Bay, Wis. They make no secret that they started almost wholly on borrowed capital. In one year they have placed the Hudson-Essex line among the very top-notchers, have established a character of service which has made every owner a friend, and have built a business whose balance sheet looks like ready money. And they say they haven't started yet.

Three weeks ago they decided that the market for Hudson Sedans was larger than anyone realized. They bought as many as their distributor could let them have and up to the present have sold eight of them. Green Bay's population is about 25,000. The Stathas brothers concentrate all their attention on Hudson-Essex, tie in closely with the factory on sales-service-advertising plans, and use the C.I.T. 100 per cent. They say that they have just gotten under way, and now that Hudson-Essex has so good a name in Green Bay their business is going to double next year.

★ ★ ★

Right products—good dealers—right methods. They make a combination that will win in Green Bay or anywhere else.

★ ★ ★

THEY have some powerful fine automobile salesmen around San Francisco Bay. One of the best of the lot is Dick Elrod of the Hamlin-Wichman Co., of Oakland. Mr. Hamlin writes the TRIANGLE and TOPICS that Elrod sold 98 cars in eight months, and that after a vacation of driving on mountain trails Elrod is back for more action. Elrod must be quite a salesman when his boss says this of him:

"Dick is our master salesman. He holds a record for consistent performance and can be depended on for his quota regardless of season or competition. Dick's hat is in the ring—we even suspect that he is sharpening his tomahawk to bring into camp the scalp of no less a brave than the mighty Dan Stafford, the pride of our distributor's organization."

★ ★ ★

With California leading the world in motors-per-capita, hence motor experience and motor wisdom, it takes a real salesman to hang up a record. And nowhere is competition more skilled or energetic.

★ ★ ★

ORGANIZED endeavor will accomplish anything. Just before entering the last quarter of the year, all the metropolitan dealers of the Chicago territory got together in a sales contest based on what each had accomplished thus far. That is, each dealer set a quota for the last quarter of the year which was one third of all his sales the first three quarters. There were some misgivings whether such a rate of speed could be maintained—for the first three quarters of this year had yielded mighty good business.

But no one doubts any more. With more than a month to go, some of the dealers already have reached 90 per cent of their quota. Practically everyone is stepping along at a quota rate of speed, and all feel that the setting of the quota plus the stimulation of a united effort has resulted in a larger business than would otherwise have been obtained. "Slow fall business" has been proved a myth.

Flyweight Champion of the World

THAT'S SULLIVAN OF PROVIDENCE, AND HIS CHAMPIONSHIP IS IN SELLING—AND THE RIGHT KIND OF PERSONAL SERVICE



GENTLEMEN: Meet the flyweight automobile-salesman champion of the world—that's Henry F. Sullivan, of Providence, R. I.

He is the smiling, 108-pound, Irish sales manager for Robert W. Powers, Hudson-Essex distributor. Before the year is over he'll have sold about 175 or 180 cars retail. In addition he manages the activities of seven retail salesmen, giving them the usual coaching and aid in closing sales.

Mr. Sullivan rarely so much as raises a hood in making sales. He doesn't know how to drive a car, and thinks it would be a small advantage indeed if he did. Yet he has sold as many as five cars a week through customers calling him on the telephone. What is the answer?

A 'Phone at His Ear

A motorist who buys a car from the Robert W. Powers organization knows that the very finest of service will be his all the time he owns that car. He knows that Sullivan sleeps with a telephone at his ear—this is literally true, and not simply a figure of speech—and that he can positively be depended upon to care for all emergency calls, night or day.

If Mr. Sullivan happens to be out of the city, Mrs. Sullivan will telephone to one of the two or three Robert W. Powers mechanics who are prepared and ready for special night service.

This general level of service, plus a fine spirit of co-operation and fairness in little things, has brought to Mr. Sullivan so great a personal clientele that it is rarely necessary for him to discuss mechanical features

further than to assure prospects that the Hudson Motor Car Co. and the Robert W. Powers organization stand behind the car.

He doesn't know—and doesn't want to know—about engineering details.

Can Anyone Beat This?

Mr. Sullivan started with the Powers organization in the financial department, having been previously with one of the local textile mills. He soon saw the possibilities in the sales end of the organization, and was transferred to it at his own request. There he has established a record which probably is not equalled or excelled in the Hudson-Essex organization. Mr. Powers says of him:

"Sully is about five feet four and a half inches in height (and claims the full half inch) and 109 pounds under exceptionally good conditions. He has been sales manager in my concern for eight years, and I am positive that he would verify this statement: that his success in the sales end has been due to his careful, painstaking, thorough efforts in the service department.

Service Does It

"We have a slogan that we use in this territory. 'The best automobile in the world is only as good as the service back of it,' and Mr. Sullivan stays awake nights to prove through his efforts in service that Hudson-Essex automobiles are the best in the world to own.

"Without the definite figures at hand, we still believe it is conservative to say that Mr. Sullivan has sold more cars in our Rhode Island organization every year for the past seven years than any other two salesmen combined."

Advertising Ideas: A Woman Scores: Owners Gain

THE great secret of making a fact known to everyone is to repeat it and repeat it and repeat it. If fact or an idea is really right, the repetition of it will surely work through the public's general consciousness and become a part of the average man's store of information.

That is the fundamental reason why advertising messages must be repeated. There is always a temptation by advertisers to change their stories too often; they forget that when the story has become tiresome to them it is just beginning to register with the man on the street.

The Factory is in receipt constantly of advertising ideas. Many of them are excellent—fully as good if not better than those being used. But they have the basic disadvantage of diverting attention from the main story. This same truth applies to verbal selling; the sales story is old to you salesmen, nevertheless it is still the story that convinces and sells your prospect.

★ ★ ★

The best publicity campaign in the campaign world is having the other fellow talk about your stuff—even knocking it. He didn't start talking, you know, until the subject had gotten on his mind.

★ ★ ★

UNDER the effective leadership of Miss E. S. Currie, the autumn show of the dealers in Little Rock, Ark. went over with notable success. This is the first time, so far as known, that a woman has been chief executive of a metropolitan motor car show, but Miss Currie showed the same energy and executive ability in heading it that she does in the business of distributing Hudson-Essex cars in Arkansas. Hudson-Essex made two sales the first day, and would have done much better except that the crowds were so large that they interfered with effective sales work.

★ ★ ★

Hudson has at least one strong eastern distributor who sold more Hudson-Essex cars during September than any other make, except one. Starting on the first day of September he put on a one-month's sales campaign which gave him a banner business throughout.

★ ★ ★

"THERE is an impression among owners," says the *Connecting Rod*, the publication of Hamlin & Wichman, of Oakland, Cal., "that they suffer a financial loss on their cars when new car prices are reduced by the factory." This is a mistake.

Owners of Hudson cars are not hurt financially by recurring price reductions. The depreciation suffered on the owners' used Hudsons is more than offset by a corresponding reduction on the new Hudson price.

The vital thing, involving a trade for a new car, is the cash difference between the allowance on the used car and the list price of the new car. The exceedingly high market value of Hudson used cars, in comparison with other makes, insures the new car purchaser a comparatively small cash differential in the event he trades his used Hudson in for a new Hudson.

The above advantage, however, obviously is lost to the Hudson owner who trades his Hudson for an over-priced competing car.

Here's the Most Traveled Super-Six

HUDSON PROVES ITS ABILITY AND ENDURANCE
OVER THE HIGHWAYS OF 35 OF THE 48 STATES



MR. GEO. B. KIMBALL, treasurer and general manager of the Henley-Kimball Co., of Boston, has sent in the above photograph of the Hudson car in which Charles H. Davis, president of the National Highway Association, tours the country.

"Mr. Davis buys two or three Hudson cars from us each year," writes Mr. Kimball, "and travels from the Atlantic to the Pacific and from Canada to Mexico in his capacity as President of the National Highway Association.

"His average run is about 400 miles a day and he owns the amateur record from the Atlantic to the Pacific. He is most enthusiastic over his Hudson and states that they stand up to the work much better than cars which he formerly used that were a great deal higher in price.

"In 1923 Mr. Davis carried eleven license numbers on his car issued by different states. He tells us that in 1924 the car will carry not less than thirty-five license numbers from various states and territories. More than half of these will be official numbers issued especially for this car from the states supplying them."

A Letter That Put Over A Cash System For Service

THE swing-over from a charge to a cash basis for service work is often an embarrassing move. Unless it is tactfully done, much good will is lost. The J. S. Harrington organization of Springfield, Mass., met this difficulty by making its announcement at the same time the flat rate service was installed. The following printed notice was sent to all Hudson-Essex owners:

"We take this opportunity to announce that our Service and Parts Departments are now operated on a strictly cash basis.

"For the past year we have made a careful analysis of these departments and have proven to our satisfaction that the saving which will be derived by their being on a cash basis will be to your direct benefit and will allow us to give you better service at the lowest possible cost. Please understand that it is no reflection on your credit."

"In order to continue our prompt and efficient service for the increasing demand,

we found it necessary to move into larger and more expensive quarters, and installing a great deal of up to date equipment. Preferring not to raise our rates and yet maintain our policy we have worked out and put into effect a plan whereby we create a saving for our customers and eliminate a loss for ourselves and still give prompt and efficient service at the lowest cost.

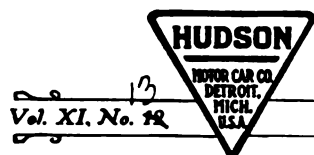
"We ask for your cooperation in this part of our plan, knowing you will agree with us, especially after it is well worked out, that it is much better than the credit system with its volume of detail, books, stationery, postage, legal fees, etc., all of which are expensive and someone must pay for.

"If it is not always convenient for you to pay cash, we wish you would call at our office and let us go over your problems with you.

"We want to assure you of our interest in you as an owner of one of our cars.

Very truly yours, J. S. HARRINGTON, Inc.

THE HUDSON TRIANGLE



and
Essex Topics

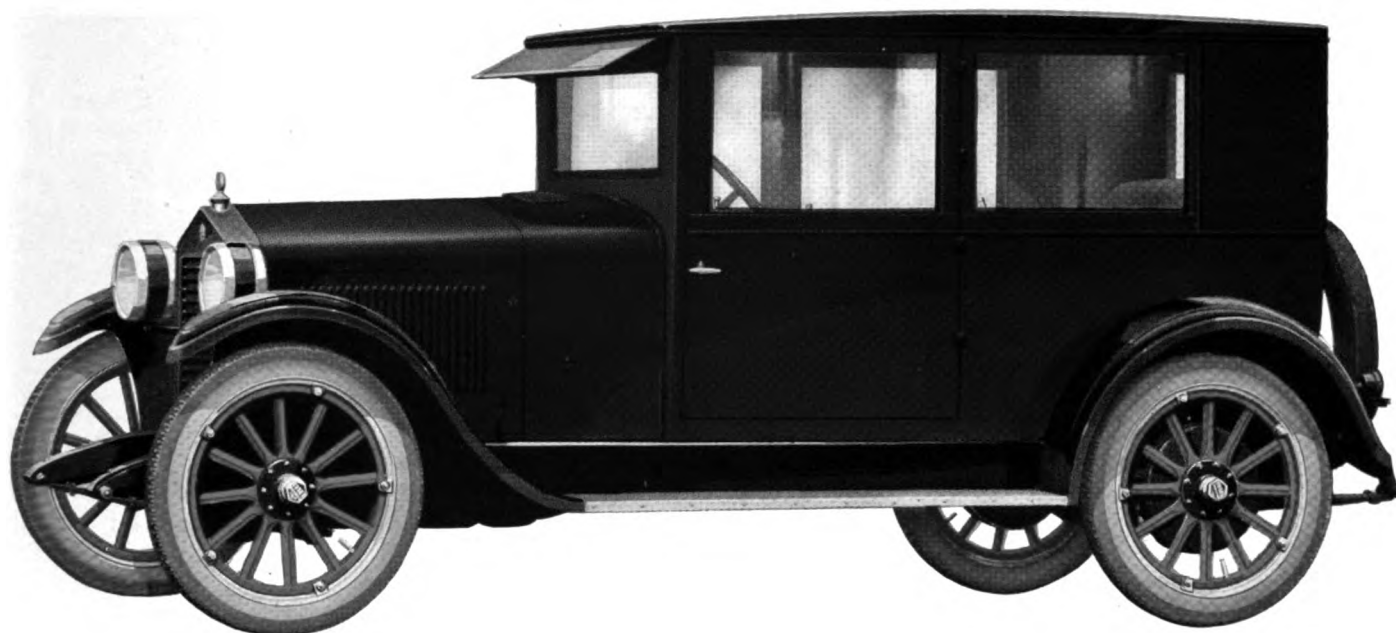


Vol. XI, No. 12

December 1, 1923

YOUR NEW ESSEX IS HERE!

*A Six-Cylinder Essex Coach for \$975;
Built by Hudson Under Hudson Patents*



This New Essex Coach, shown in natural colors, is the world's only six-cylinder, five-passenger enclosed car selling for less than \$1,000. It is larger, roomier and handsomer than any previous model, and it gives Hudson-Essex distributors, dealers and salesmen an exclusive product with which to create sales records in 1924.

A SIX-CYLINDER high-grade car—built by Hudson under Hudson patents—squarely up to the appearance, smoothness and endurance that you expect in a Hudson product—a larger, roomier Coach at \$975 and a five-passenger touring car at \$850—backed by the full resources of the Hudson Motor Car Co. --

-- That's your Essex proposition for the 1924 season!

That is Hudson's answer to months of rumors and gossip.

That is the line-up with which every man interested will have an opportunity next year to double his business and profits.

That is the Essex part of the Hudson-Essex program with which the organization will win for itself in 1924 the foremost position it has ever held in the automobile industry.

Let us see why these prospects are so bright.

First and foremost, there is offered a motor car which the public wants.

Second, the assured large volume and greatly improved manufacturing facilities are making possible a price which is entirely unmatched in the industry.

Third, it is offered through a distributor-and-dealer organization which has enjoyed two years of capacity business and which is now seeking new fields for aggressive, profitable effort.

Fourth, it has been heralded to the motoring world by the greatest word-of-mouth publicity campaign which the industry has ever known. The public is on its toes to see what Hudson-Essex will do.

The right product—the right price—the right public expectancy—and the right army of distributors, dealers and salesmen to carry the program through.

What more could be asked?

A THIRTY MINUTE RIDE WILL WIN YOU

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Main plant of the Hudson Motor Car Co. where Hudson Super-Sixes and the New Essex motor cars are manufactured.

Squarely behind the New Essex are the entire resources of the Hudson Motor Car Co. Now that the new car is a fact, the investment of the Factory and that of every distributor and dealer is bound up in its success. . . . With the success of the new car every such investment will double in value. That's a stake to challenge the efforts of every Hudson man!

What type of motor car is this which we have to offer?

The answer to that question has been given by O. H. McCornack, vice-president, in a letter to distributors. He said:

"Just a glance at the photographs will show you the wonderful advance which has been made in the matter of securing low-hung jobs with sweeping, graceful and pleasing lines.

"The Coach body is roomier than the previous one. The rear quarters and back panels are of steel. The doors are wider and are supported by four hinges. The windshield is one-piece, insuring clear vision. Rear windows are raised and lowered by means of a quick acting, mechanically operated device.

General Appearance Better

"The touring body is trimmed with genuine hand buffed leather, such as was used in the previous Essex and Hudson open bodies. The top is made from the same material as Hudson tops. The one-piece, clear vision windshield is used on the Essex touring also. We mention these few general features to point out the improvement in appearance and comfort, and to correct any impression you may have had that the line was to be cheapened.

"We shall not attempt to give you detailed mechanical specifications, because such specifications are usually for the most part meaningless.

Motor Like Super-Six

"The motor is six cylinder, and possesses those qualities of smoothness and endurance which heretofore have been found only in a Hudson Super-Six.

"It is chain driven, has aluminum pistons, roller-tappets and the exclusive Hudson design crankshaft.

"For efficiency, the car is equipped with radiator shutters and a motometer. It has shackle adjustments and other features insuring long life. You will recognize the above as a few of the important details having to do with the success of Hudson and Essex products.

Nothing Slighted In New Car

"We mention them here to show that nothing has been skimmed or slighted in the New Essex, and to support the statement that this New Essex possesses those essential characteristics of smoothness, performance and endurance to a degree heretofore found only in cars of relatively high price."

And again:

"If you were to ask us to describe the performance of the New Essex, we would say that it parallels closely the performance of the previous Essex. In designing the New Essex our engineers had in mind smoothness and performance within the limits of the average owner's driving range."

Brief Detailed Information on the New Essex.

MOTOR—6 cylinder— $2\frac{1}{2} \times 4$, 130 cubic inches. Tax horsepower, 16.53. Block casting integral with crankcase. L head type. Super-Six design crankshaft, $2\frac{1}{4}$ diameter, 3 main bearings. Split aluminum pistons. Camshaft and accessories driven by adjustable silent chain. Roller tappets. Four point suspension. Thermo syphon cooling with hand controlled shutters on radiator. Lubrication by circulating splash with geared down plunger pump. American Bosch electrical system. Bendix starter pinion, automatic spark advance without hand control. Constant velocity self-regulating carburetor. Steel flywheel.

CLUTCH—Multiple disc clutch, cork inserts, running in oil.

TRANSMISSION—Unit with engine. 3 speed and reverse, aluminum case. Hyatt bearings on main shaft. Neutral lock. Spicer universal joints and tubular propeller shaft.

REAR AXLE—Semi-floating, Timken bearings throughout, fully adjustable. $14\frac{1}{2} \times 1\frac{1}{2}$ brakes.

WHEELS—Wood— $31 \times 3\frac{3}{4}$ Cord Tire. Spare carrier at rear of car.

STEERING—Worm and full worm wheel—17 inches with wood wheel with aluminum spider.

GASOLINE TANK—Located at rear of car— $9\frac{1}{2}$ gallons.

CHASSIS LUBRICATION—Hudson patented oil cups.

WHEEL BASE—110 $\frac{1}{4}$ inches.

BODIES—Five-Passenger Phaeton, Five-Passenger Coach.

The Big Idea

The New Essex is not designed or intended as a stunt or racing car. It has the get-up-and-go of all Hudson-Essex cars, but its essential superiorities are in those qualities which are of maximum every day use.

That outstanding fact leads inevitably to the selling policy which can be most effectively employed. And here again the Factory's viewpoint has been expressed in a letter by Mr. McCornack. He said, in part:

"I am sending you this personal letter so that you will be on the lookout for the special edition of the TRIANGLE AND TOPICS, and to particularly call your attention to our suggestion regarding the demonstration of the New Essex."

Remember
These Slogans
and Use Them:

{ Built by Hudson Under Hudson Patents
A Thirty Minute Ride Will Win You!

Most Effective Selling Policy Outlined by Mr. O. H. McCornack

"In the introduction of the Hudson Super-Six and the previous Essex great emphasis was placed upon high speed performance, hill climbing contests and speedway records. That plan was successful, but we believe it has to a large extent outlived its sales value. We believe that only a very small percentage of motorists are interested in that sort of thing.

Based on Every Day Use

"No doubt our contests and records helped introduce our product, but the present day success and popularity of Hudson and Essex cars is based almost entirely upon the satisfactory performance and service they have given owners in every day use, plus their outstanding values, particularly as emphasized by our closed cars.

"We believe the car should be demonstrated on that basis.

"Please demonstrate it as it will be used by the owner—that's what he is interested in. Take him through the typical traffic of a busy highway. Let him drive the car just as he will use it every day. A thirty minute ride will win him."

Remember that last line as your slogan: A thirty minute ride will win him.

Quantity Production Begins

Several advantages remain to be told. Of first importance is the fact that Hudson had fully prepared itself for the introduction of this new car. It was realized that distributors and dealers would need large allotments of cars while public interest and enthusiasm were high.

And so, weeks ago, there began a wonderful transformation of the Hudson-Essex plant. What has been done need not be told in detail. Suffice it to say that the remade plant is *unexcelled in the industry* in the efficiency of its manufacturing facilities. Quantity production is beginning at once.

Within the limits of your schedules, you may promise reasonably prompt deliveries, and you may be assured not only that the Factory is producing cars to its maximum ability but also that it is omitting no effort to see that these cars are so distributed as to insure fairness to all.

Seventy-five per cent of production will be in enclosed cars from the start. That should mean a brisk, profitable business right through the winter. You will have a steady twelve-months' business.

With the New Essex, then, you have everything—car, price, market and the right organization. You have what the people want at the price they want to pay.

The Road is Clear

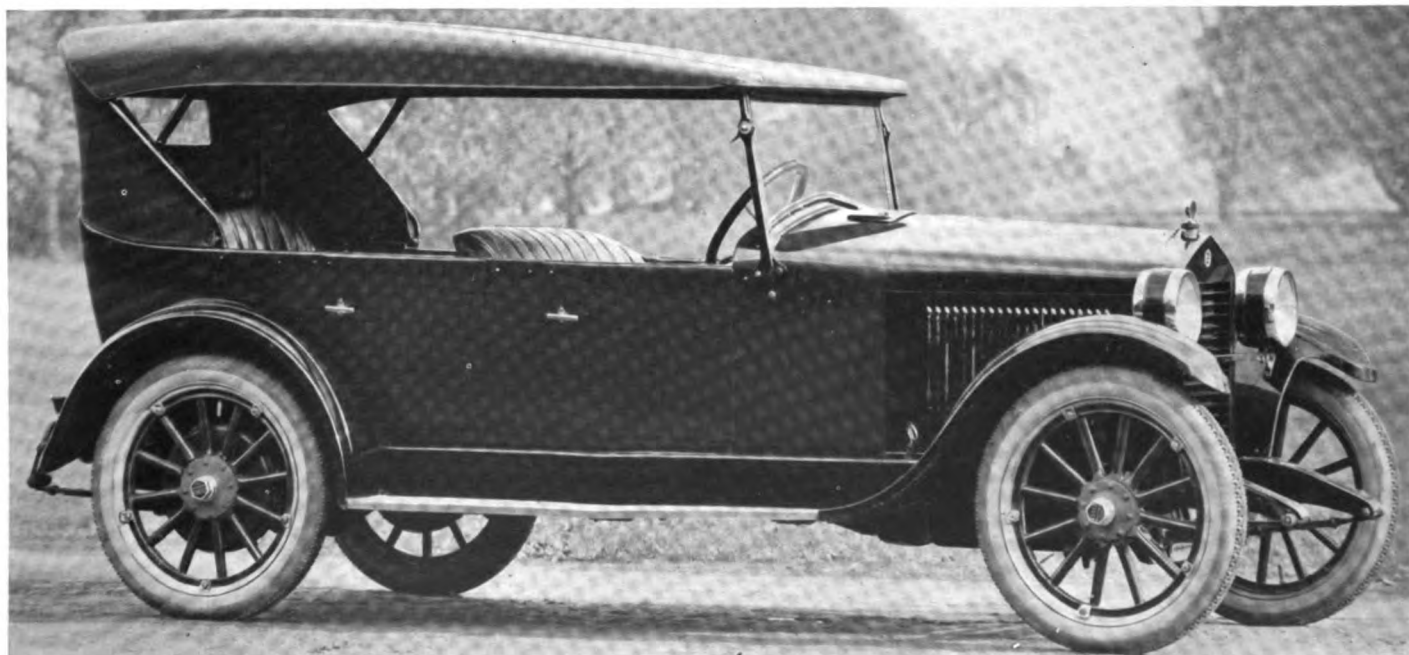
Your efforts will be backed by an advertising campaign that will be typically Hudson in its aggressiveness and scope. You are offered a Factory service policy that will make you friends and enthusiasts every day. The door is wide open for such a record of achievement as Hudson-Essex has never known before.

Hard work is still the winning influence behind manufacturing and selling. The public always responds to quality at a price. Stick to your own story, it's a good one; hammer home the many points in your favor.

The New Essex combines all the reliability and stamina of the previous car, plus a smooth flow of power heretofore exclusive to the Hudson Super-Six.

Study and use your facts and comparative prices; tell your story interestingly, enthusiastically, often; and once more—don't forget that thousands today don't know Hudson and Essex values. That's up to you. Business is good with Hudson and Essex. We have not yet trailed and we won't in the future.

Every man's strength to the task, and watch Hudson-Essex in 1924!



Long, low and trim in appearance, this New Essex touring car will offer an entirely new conception of what may be had for \$850. Its brisk, smooth performance is termed a revelation by the trade experts who have driven it. For those who want open cars it is a value that cannot be overlooked.

NEW ESSEX MEASURES SQUARELY UP TO H

Trade Paper Calls it Super-Essex; Others Say it is Finest Achievement of Hudson Engineers

ENTHUSIASTIC indeed are the comments of the motor trade papers on the New Essex. When the car was ready for demonstration and inspection the nation's leading writers on automobiles were invited to the Hudson factory. A car was placed at their disposal. They examined it, photographed it, and drove it over many different types of roads as long as they wished.

Never did a car receive a more enthusiastic and unanimous commendation than this one.

The impressions which the writers received are told in their various publications as follows, in part:

Motor: "The New Essex is a type of vehicle long needed in this country. It possesses grace and beauty and can travel at sustained useful speeds without passenger discomfort. It is surprisingly economical to operate, and does not cost much to buy. These qualities, combined in a six cylinder closed car selling for less than one thousand dollars, show what can be done by an organization that can work just a little ahead of the market and see the public demand before it actually arrives. Low maintenance, reliability and durability are functions of design and material specifications. This I can say for the new Essex—it is the best job that I have seen the Hudson engineers produce with respect to the three qualities which every owner demands above all others."

Automobile Topics: "Hudson has produced a super Essex—offered at a price that will prove a shock to the dealer handling some other line. The closed model, which will easily be the leader, for the first time puts the reputation of a builder of fast and stylish cars behind a product selling for less than a thousand dollars. It looks like the proverbial knockout."

Motor Age: "The New Essex is a revelation of performance, ease of riding, and smoothness. It seems to hug the road surely under all conditions. The one-piece



Two cars which bring a new standard of value, ability and designed and produced to extend Hudson-Essex standards volume of sales can be assured. They foretell the greatest yet have

windshield affords clear vision, and although the windshield is a ventilating type all of the necessary breeze for the front compartment on any but the hottest days can be secured through the cowl ventilator. The temperature of the cooling water can be held to any point desired by the hand controlled shutters. A motometer on the radiator indicates to the driver when the shutters need adjustment to keep the engine running under the most efficient thermal conditions. Better than 20 miles the gallon of fuel is expected under average running conditions."

In Accord With Newest Ideas

Motor World: "A drive in the New Essex soon demonstrates that it is fully in accord with the newest ideas in performance. The car is resilient in action with fine ability to hold the road at all speeds that can be legally used. The writer took the car over the paved and then the gravel and dirt roads outside of Detroit and found excellent performance on all sorts of surface. The spread and offset of the rear springs has eliminated all tendency for the car to roll or sidesway. Probably the most noticeable feature in driving the car is the ready response to the steering wheel. The car can be steered without any necessity for fighting the wheel even on loose gravel at 50 miles per hour."

Motor Life: "To the practiced eye of the engineer the New Essex reveals itself as an exceptionally clever job of designing. We are all familiar with cars in whose design the engineers' mechanical ingenuity has been permitted unlimited sway, in which a mere desire for novelty seems to have outweighed the more sober consideration of foundry and machine shop, and worst of all, the needs of the average motorist whose judgment makes or mars a reputation. It is not so with the New Essex, which the



The front compartment is cleanly designed and roomy. The thought behind the arrangement is the elimination of the useless, and the location of the essential instruments and indicators where they can be instantly seen or reached.

HUDSON TRADITION of GENUINE BASIC VALUE



ness to the less-than-\$1,000 field. These automobiles are anshp and worth into a field where a consistently enlarged ness which Hudson-Essex distributors, dealers and salesmen own.

salesman will call a wonderful value while the beholder who is accustomed to thinking in more concrete terms of mechanical performance will call it a car of which Hudson engineers have a right to be proud. The men who created the New Essex know their business. This Essex is a remarkable car with which dealers will have an easy time."

Both Cars Notably Handsome

All writers agreed that both the cars are notably handsome. Their beauty strikes you at the first glance. They are automobiles which you look at once - - and instinctively want. Any prospect who enters your show-rooms will have been favorably impressed even before you tell him the story and name the unmatched price.

The Coach particularly is remarkable in that there is over six inches more leg space between the front and rear seats than in the previous Essex. This affords added sitting comfort on even the longest drives. There is two inches additional head room above the front seat.

On the open car, the top is actually only 5 feet 10½ inches above the ground at its highest point, and the front of the top is so low that a man of average height can look directly over it. The coach is in proportion, and is a remarkably trim, low-hung, smart appearing car.

Improves Riding Quality

This lowness is obtained without jeopardizing a safe road clearance. A new principle in the mounting of bodies is involved. It is a highly important factor not only in bettering the general lines of the car, but also in lowering the center of gravity and greatly improving the riding qualities.

Offers Unmatched Value With Full-Sized Six-Cylinder Enclosed Car at Less Than a Thousand Dollars

Motor experts who have ridden in the New Essex say that they had never experienced before such a feeling of safety, stability and sureness on the road.

Another change in harmony with the rest is the use on the Coach of a steel rear panel instead of the former soft quarter. With the attractive blue finish applied, this is now one of the notably pleasing features of the new car. Both the open and closed cars have their main structure blue, with vermilion wheels.

Sponsored by the Hudson

It is felt that the distributors, dealers and salesmen who come into contact with the public will find little need for discussing the mechanical details of the car.

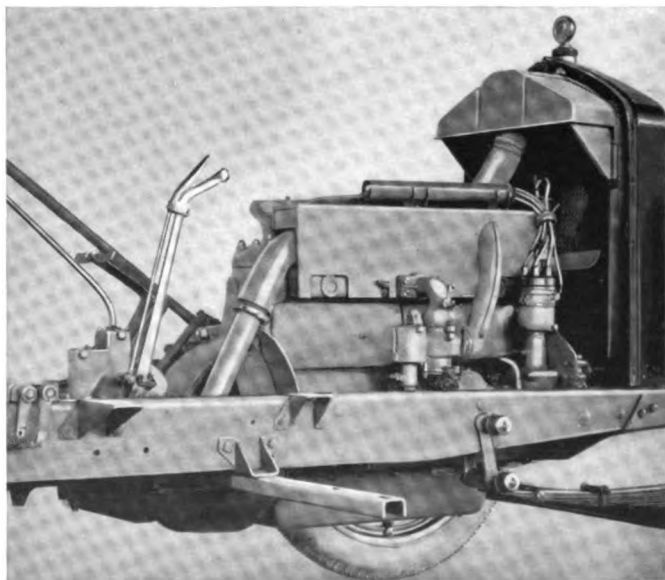
You may assure them that it is a product unqualifiedly sponsored for efficiency and endurance by the Hudson Motor Car Co. You might add that its remarkable smooth flow of power is due to its use of the patented Super-Six crankshaft. You might say that many other principles involved in it are those which have proven so successful in the Hudson or previous Essex. But the best answer of all is a demonstration of the car itself.

Every salesman knows that mechanical discussions lead simply to arguments, but that demonstrations lead to sales.

If your prospect is in earnest, if he genuinely wishes to inform himself on the car so that he can decide whether he would like to buy it, he will accept your offer to try it out on the road.

The strength of your position is this: The car is actually what the people want, and there is nothing else on the market like it.

Let them find for themselves the really wonderful value it offers, and they will sell themselves.



This motor, built on familiar Hudson-Essex principles under Hudson Patents, reveals a new standard of smoothness, liveliness and economy. Demonstrate its useful abilities to every prospect.

QUESTIONS YOU MAY HAVE TO ANSWER

—And Suggested Replies on Typical Points

Questions—thousands of them—will soon be directed at every Hudson-Essex man who meets the public. Here are the answers to a few typical ones. Meantime do not forget that the best answer to all questions is a demonstration under everyday driving conditions.

Question No. 1. If this is as large and as good a car as the previous Essex, how can the price be reduced \$170, based on the Coach? Hasn't there been a cheapening in the materials or workmanship?

Answer: One of the great reasons for the new price is the volume of business. Our Essex production for 1924 will be more than twice that for 1923. This lowers every factor of cost. It would not be possible to produce this car at anywhere near its price if it were not considered a certainty that the public will buy it in unprecedented numbers. An examination of the car, part by part, will show that it is of first-class material and construction throughout. Its quality and its endurance are warranted to be of the familiar Hudson-Essex standard. We should like to demonstrate the car's quality in a 30-minute ride.

Why the Six Cylinder Car

Question No. 2. Why does Hudson discontinue the four-cylinder car which proved so popular?

Answer: It never has been Hudson's policy to delay improvements until they are literally demanded by the public. When Hudson has seen an opportunity for improvement it has always promptly taken the step ahead. It brought out the Super-Six at a time when the Six-Forty was still one of the most successful cars in the market. It has done likewise many other times. We did not propose to lag along until someone else had beaten us to this new idea. The Hudson-Essex management still regards the four cylinder Essex as one of the most remarkable cars ever known, *but it believes the New Essex is better.* The New Essex is just as fine in the six cylinder field as the previous Essex was in the four. Let us show you what this new car will do.

Question No. 3. Has this new car the performing ability of the previous Essex?

Answer: In many respects it is superior. It is designed particularly for its greatest efficiency in the ordinary driving speeds. It is not a stunt car nor a speed car. It would be perfectly possible for our engineers to develop extraordinary speed if we wished it; but it is felt that the buying public now wants chiefly an automobile for every day, practical use. We can demonstrate to you that this car has just the sort of performing ability that you want.

The Advantage of Lowness

Question No. 4. The car is low, isn't it? What is the advantage?

Answer: Yes, it is purposely low—see how attractive it is. It is due to an advanced method of mounting the body on the chassis. The center of gravity has been lowered substantially, and when the car is full of passengers this advantage is even greater. This fact is responsible for the manner in which the car hugs the road, and is a great factor in safety and easy riding. We'd like to have you experience this feeling of sureness and safety on the road.

Question No. 5. Is the new car easy to service?

Answer: Outstandingly so; that is one of the respects in which it promises genuine economy. The factory has published a Parts Price book which it ships with every

car. A comparison of the prices therein established with those of any other manufacturer will show that Essex has gone a long way to insure economy in the car's maintenance. The design of the car is remarkably accessible, so that labor costs are at a minimum. We shall be glad indeed to have you compare the prices of new Essex parts with those of any other car on the market.

Like Taxicab Construction

Question No. 6. What type of steering gear is used? Why have all controls been eliminated from the steering wheel?

Answer: The steering mechanism has been designed especially for this car. The ease with which it guides the car is one of the most striking features which you will remember in a demonstration. All spark and throttle connections have been removed, so that the wheel is used for steering and nothing else. This construction too permits a steering gear case without drilled holes. Taxicabs use this construction—and you know how closely and easily they must be steered. It will hold the lubricant almost indefinitely. You will find this new car's steering arrangements are the most advanced on the market. Won't you try the wheel yourself?

Question No. 7. What is the advantage of the rear spring suspension?

Answer: These springs are the same quality and construction that Essex and Hudson have used for many years, except that they are angled instead of kept exactly parallel with the frame. With their wideness at the rear, and the manner at which they are attached to the rear axle near its two ends, they tend to smooth out all side-sway. With the car's low center of gravity, and the effectiveness of this spring system, you will find the Essex one of the finest riding cars in the world. Will you let us demonstrate these qualities to you?

The Patented Principles

Question No. 8. The Essex is advertised as 'built under Hudson patents.' What are these patents?

Answer: The New Essex is advertised as 'built by Hudson under Hudson patents' to convey the information that it has the characteristic qualities of performance to be found only in the Hudson-Essex cars. To explain the engineering principles involved, frankly, would necessitate a broader engineering knowledge than I have, but I do know of the results which are thus obtained and which are rightly of much interest to owners. These results you can prove for yourself. The patented principles of the motor, for example, give it smoothness, liveliness, economy, endurance and freedom from destructive vibration. The patents, in other words, result in those features of operation which you want. Similar exclusive advantages are found throughout the whole car. A demonstration of the car itself will prove to you how advantageously these engineering principles have been applied and combined so as to give a motor car of most exceptional quality, and this you can prove for yourself if you will ride and drive in the car.

NOTE: The sales organization in the field will notice that no attempt has been made in these questions-and-answers to go into technicalities. Best results will be obtained if the salesman always shifts from a technical question to an answer which tells of the results obtained. This should be followed by a direct invitation to the prospect to accept a demonstration.

BROADCASTING THE ESSEX MESSAGE

Strong Advertising will Back Your Sales Effort

ONE of the most extensive advertising campaigns in Hudson history will herald the New Essex to the public. When this campaign gets under way, it will be hardly possible for any motorist not to know that there is a new car in the market worthy of his investigation.

The text of this advertising will be exactly that of the sales campaign: namely, no stunt or freak efforts, but a persistent, unceasing hammering on the points of everyday utility and satisfaction.

Drive Your Message Home

It is earnestly requested that distributors and dealers cooperate 100 per cent. with this campaign. There will be constant temptations to 'take a flyer' in various forms of exploitation and publicity. But the wise advertiser is the man who bases his text on some one real point of public interest, and then pounds that point home.

Side-issues may appear attractive. But even if they have no other demerit, they are all subject to the criticism that they distract attention from the main campaign.

The campaign will begin in newspapers. There will be no national release date on this newspaper announcement advertisement; but distributors and dealers will place it in the newspapers as soon as they have cars in their territory.

It is realized that the circulation of certain large newspapers will extend into territories where the new car has not yet arrived, but this will aid in building up an anticipatory interest and help in the effectiveness of the local announcement.

National Campaign

The national advertising campaign will start about the middle of December. From then on it will grow in scope, vigor and momentum. By January—before the national automobile shows—the whole campaign will be on in full force. Hudson-Essex story will be in practically every important publication in the country.

Meantime the newspaper campaign will be telling the same story and directing purchasers to the salesrooms of the local dealers. The newspaper and maga-

zine campaigns will closely tie into each other, for maximum effect. It is for this reason that distributors and dealers are asked not to step into the picture with any ideas which will divert attention from the main drive.

In the introduction of the car, the distributor-and-dealer organization will be provided with window posters and literature. It is suggested that each local organization prepare window trims, banners, etc., in accordance with its own needs. These will doubtless be most effective if based on the two-phrases: 'Built by Hudson under Hudson patents,' or 'A thirty minute ride will win you.'

Telephone canvassing, word-of-mouth campaigns, a definite plan to get every employe enthusiastically into the sales effort, and similar propaganda methods can usually be used to great advantage in an introductory campaign.

Publicity from Factory

Publicity-material will be sent from the factory, for placing by local organizations with their newspapers. There should also be plenty of local publicity material: the first buyer, the quickest sale, sales to well-known men, etc. But stories of stunt demonstrations are not recommended. Build up your story of every day utility.

It will doubtless prove advantageous in many cases to have advance showings of the car to newspaper men, especial friends, other dealers, etc. This all helps work up interest for the actual announcement. Printed invitations to owners of the previous Essex will prove worth while—you should bring this important influence to your assistance in recommending and selling the new car.

Brings Them In

That then, is your advertising campaign—all big national magazines, a strong newspaper campaign, posters, publicity, and those little individual touches of announcing and merchandising cars which all Hudson-Essex distributors and dealers know so well. The campaign is big, forceful, and closely coordinated, and it is all shaped with the one idea of bringing the prospect in contact with your organization in a favorable state of mind. From that time on, it's personal effort that turns the trick.

The New ESSEX

A SIX

Built by Hudson under Hudson Patents



A 30 Minute Ride Will Win You

Essex closed car comforts now cost \$170 less than ever before. Also with this lower price is an even more attractive Coach body and a six cylinder motor built on the principle of the famous Hudson Super-Six.

It continues Essex qualities of economy and reliability, known to 135,000 owners. It adds a smoothness of performance which heretofore was exclusively Hudson's. Both cars are alike in all details that count for long satisfactory service at small operating cost.

You will like the new Essex in the nimble ease of its operation. Gears shift quietly. Steering is like guiding a bicycle, and care of the car calls for little more than keeping it lubricated. That, for the most part, is done with an oil can.

The chassis design lowers the center of gravity, giving greater comfort and safety, at all speeds, on all roads. You will be interested in seeing how this is accomplished.

Greater fuel economy is obtained. The car is lighter, longer and roomier. You will agree that from the standpoint of appearance, delightful performance, cost and reliability, the new Essex provides ideal transportation.

The Coach

\$975

Touring Model - 1915
Freight and Tax Extra

ESSEX MOTORS

DETROIT MICHIGAN

First national advertising of the series which will drive home the advantages of the New Essex. One of Hudson's strong campaigns will be used. Every motorist will read of our product in his favorite publications

STICK TIGHT TO YOUR MAIN TEXT

Let Prospects Drive the Car---Then Ask 'Em to Buy

By HARRY G. MOOCK, Sales Manager

WHAT should we do to sell this new car, salesmen, dealers and distributors ask.

Answer: Do just one thing—sell the car as a complete car—as a product of unheard-of value and usefulness, designed and sponsored by the Hudson Motor Car Co.

Keep on the main track and avoid tangents. Keep hitting the bulls-eye, not shooting at the outer rings. To particularize:

Try no special or freak advertising. No stunt demonstrations. Don't climb telephone posts or try to beat the Twentieth Century Limited. That's old stuff, and nowadays means nothing to the buyer who actually wants and demands ideal transportation.

We Have Everyday Utility

Our main advantage is this: We have in this new Essex six the finest product Essex ever knew. No other company offers an enclosed car of such value at such a price, nor is there another open car of such qualities of beauty, wonderful smoothness and endurance. We have the outstanding values of everyday utility, and that is the text on which we should talk.

We have in the United States some 130,000 owners of the four cylinder Essex, also their families and friends, who will say that they have the best little car in the world, and I agree with them. But now I say to you that in this New Essex we have a much better car. It has a beauty that is typically Hudson. Dealers and salesmen will smile when I say the New Essex is a better product; so will your Essex owners when you pass the message to them. *Therefore—*

The New Car is Right

It is vitally important that you persuade your present Essex owners and other motorists to personally drive the new car. The former Essex was peppy, economical and fool-proof. But insist that they drive this new one, and hear them cheer. Then, Ask 'Em to Buy!

Here is the point. Don't sell this car by parts. Don't drag out the pistons, or the pinions, or the shims for the

main bearings. They're right, depend upon that. Many of them are interchangeable with Essex four and Hudson Super-Six parts. If your prospect asks who makes the clutch, or the transmission, or the axle, or the motor, or any other part, just say that this is an Essex car, designed and built by the Hudson Motor Car Co. under Hudson patents, and that each and every part of the car is warranted by the Hudson Motor Car Co. to be right.

Faith in an Institution

When you buy a Steinway piano you do not ask whether the wires are made of steel, silver or babbitt metal. It is a Steinway piano and the parts and materials are such as Steinway would select and use.

When you buy Tiffany jewelry you do not inquire whether the right metals and jewels have been used in the right way. Nor would it increase your confidence in the product if the salesman insisted on pulling it apart and describing all the various items. That system was fine in days gone by. But not today.

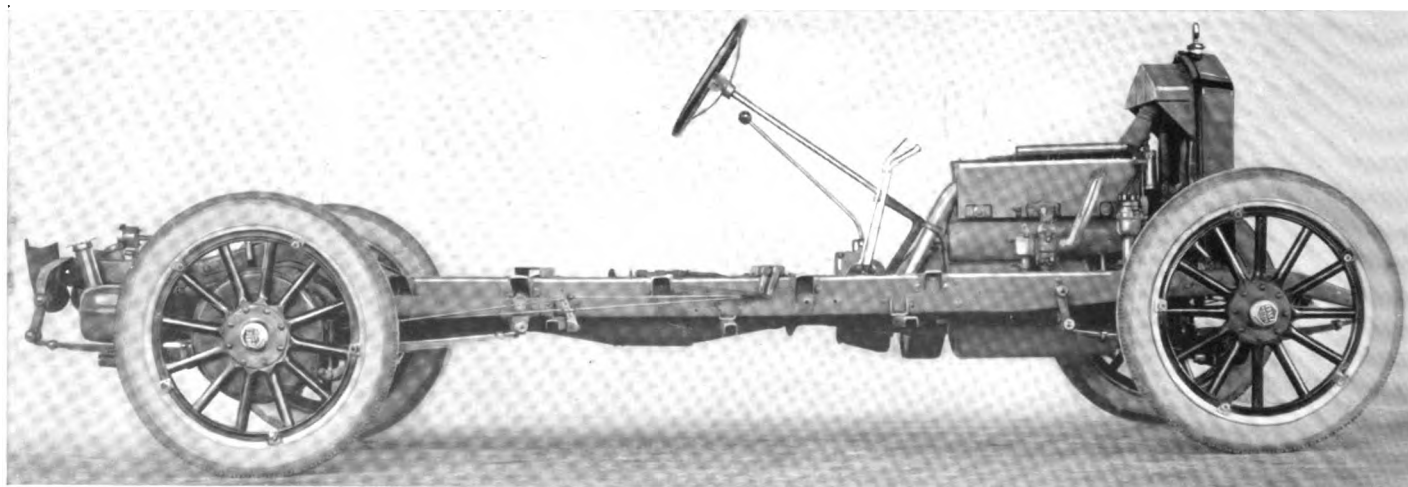
We are selling motor cars, not collections of cylinders, frames, lock-nuts, springs and wrist pins. Offer your buyer a complete Essex car, and tell him to believe all he has ever heard about the previous Essex for stamina and unflinching reliability, and then add to that the wonderful smoothness of a Super-Six. We are selling fifteen years of successful motor car experience.

Value the Name Essex

Do not refer to it as a light six, or a small six, or a new six. It is an Essex six—value that name Essex.

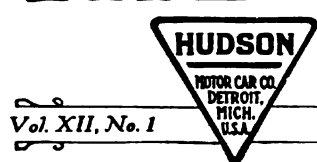
Of course you will want special showroom decorations. Hudson-Essex merchandisers can be depended on to have their salesrooms at their best. Your banners and signs should be built around the two phrases "The Essex, a Six, built by Hudson under Hudson patents," and "A thirty minute ride will win you."

You have a big advantage in this race—The Hudson Motor Car Co., the product itself, the price, the performance, and your ability to serve—in fact in 1924 you have everything—and you will win if you don't turn around to see what's coming up behind you.



No new chassis ever challenged the attention of motor experts more than this sturdy, simple, accessible Essex six. Chassis value has ever been the underlying thought of Hudson manufacture, and this latest achievement embodies all the lessons of previous practice. A thirty-minute ride will prove its merit.

THE HUDSON TRIANGLE



Vol. XII, No. 1

and
Essex Topics



January 1, 1924

Hudson in 1924

IN every community are dealers who have won their way to leadership in the automobile business. The years have seen their establishments expand, their friends increase.

You will find many of these who will tell you that their success was first assured when they decided to join forces with the Hudson Motor Car Co. They will say frankly that it has been the combination of their own efforts and the fact of their association with Hudson which has brought them prosperity.

Such opportunities for success are not yet exhausted. The automobile industry has passed the pioneer stage, but it is entering a new era of utility which affords far brighter prospects than the past has known.

In such a growing, progressive organization as Hudson-Essex there is always room for new energy, new ability, and new ambition, as well as for enlarged opportunities for the aggressive veteran talent which has brought Hudson forward in the years past.

With Hudson-Essex products in their present position of popularity and value, and with prices fixed at a level which the public wishes to pay, there is every reason to believe that 1924 will surely be the banner year of Hudson history.

HUDSON STEPS TO NEW HEIGHTS

Growth of Past Years an Augury for Those To Come

FIFTEEN years ago the Hudson Motor Car Company was a new motor car enterprise, and its proposed first car was a blue-print. Its founders were leasing a little two-story plant, engaging a working force of 500 men and arranging to produce 2,000 cars a year.

Obstacles were many, and public confidence far from roseate. Conservative observers wondered if the motor car market were not nearing its saturation point. Good roads were a development still to come. No one would have thought of selling a motor car 'on terms'—it was considered a luxury, not a utility.

In the decade and a half since then has developed the real romance of the motor car business—an industry which for rapidity and consistency of development knows no parallel. Hudson's part in that astounding growth and expansion has been no inconsiderable one.

Enclosed Car Leadership

Hudson-Essex today is in the very forefront of six-cylinder producers. It is doubtful if any manufacturer will make in 1924 as many six cylinder enclosed cars as Hudson-Essex. This type of vehicle has been adopted by the Hudson Motor Car Co. as its particular specialty.

Throughout its history, Hudson has been managed and operated by a group of men who are the active designers, builders and sponsors for Hudson and Essex cars. As the Company's leading executives, they work daily at their tasks in the factory offices and plants. They have financed it from earnings. There is no part of a Hudson or Essex selling price which represents a charge upon borrowed capital.

Hudson is not interested in, or allied with, the makers of any other automobile or the manufacturers of any automobile part. Its policy has been to stand alone, and in a competitive field to seek the public's confidence solely through the quality and merit of its products.

Under this policy, the small leased plant has grown into an extensive factory of the most modern type, owned free of all encumbrances; products and reputation have consistently improved, and a selling and service organization has been built which reaches literally around the whole world.

The Industry Today

Today the motor car is an every-day utility, the industry is one of undoubted soundness, good roads are everywhere. Prices of motor cars have been so decreased that nearly every adult can afford one. It is thus true that although possibly twice as many cars will be produced in 1924 as in 1920, probably not much, if any, more actual cash will be spent by the public to buy the whole output.

Considering the growth in wealth, it is almost a certainty that a smaller percentage of the national income will be spent for motor cars the coming year than in 1920. The public each year buys all the motor cars which sound manufacturers can make, and the apparent demand for dependable individual transportation is larger then ever before.

First Season A Success

In Hudson's first year of manufacture the principal model was a four-cylinder roadster type. It was an immediate success. The year ended with the demand greatly in excess of the supply. A considerable number of these first-year cars are still in serviceable and satisfactory operation, after fifteen years on the road.

Advancing each year, Hudson brought out a succession of four and six-cylinder cars of notable quality and appearance. There was a steady, healthy growth with a consistent gain in the reputation of the products. The plants were constantly enlarged to provide for the greater business. Export trade was developed. Many new distributors and dealers began telling the Hudson message.

The Hudson Super-Six

In 1916 one of the great events of Hudson history took place. This was the originating, the designing and the building of the Super-Six—a model which has persisted, with proper refinements, as one of the world's acknowledged fine motor cars.

This new motor, built around the patented, exclusive principle of a *compensated crankshaft*, developed 76 horsepower in comparison to 48 for its predecessor, which was of the same size. This was brought about by greatly reducing all internal friction. The smoothness and efficiency of the new motor were a revelation. Immediately it began establishing for itself a most remarkable reputation with the public which it holds to this day. It was truly a Super-Six—a success from the day it was launched.

In its basic design there has been no need for change. With improvements in detail it has been brought to an ever higher standard of endurance, flexibility, smoothness, and economy of operation and maintenance.

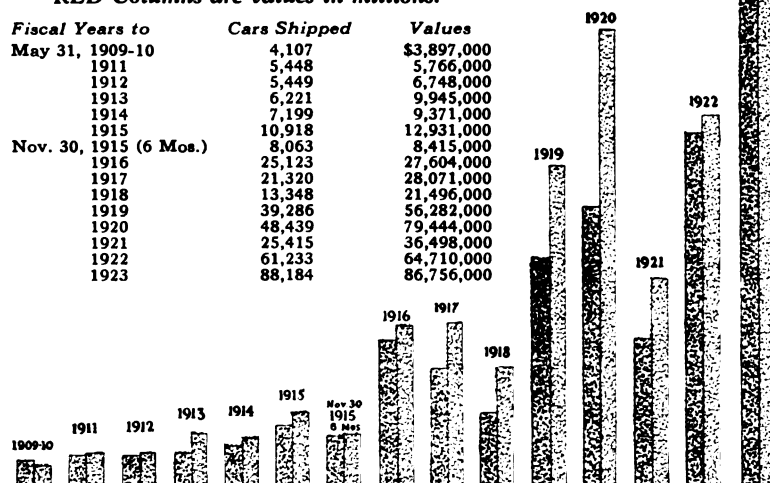
Growing Success

The Hudson Super-Six won and still holds some of the most prized records in motordom for performance and endurance, but its greatest repute is for its consistently fine behavior in the hands of more than 190,000 owners.

On this chassis were mounted a series of attractive and popular bodies which did much to confirm Hudson's position as a manufacturer of the finer type of automobiles. The sales volume largely and consistently increased.

How Hudson Business Has Forged Consistently Ahead

BLACK Columns are cars in thousands.
RED Columns are values in millions.



Hudson's business for 1924 can of course be only estimated, but there is every prospect that it will show one of the largest increases in the Company's history. Schedules and plans are on that basis.

THE HUDSON TRIANGLE AND ESSEX TOPICS

WITH THE SUPER-SIX thus launched, the Hudson management applied its thought and energy to a new field. There had been sensed a public demand for a light car which would be capable of brisk performance but at the same time economical both to buy and maintain.

Such cars were known in Europe, and it was believed that with Hudson's manufacturing methods and volume of business, the prohibitive first cost typical of these cars overseas could be substantially lessened without any impairment of value.

The result of their plans and work was the Essex. For five years, beginning with 1918, the Essex four cylinder car was known as one of the most satisfying and efficient small cars ever built. In contests of performance it scored triumphs which no car, however large, has ever equaled. Its reliability made warm enthusiasts of all owners. It steadily grew in popularity.

The Why of the New Essex

But as the motor car industry is one of constant advancement, the time came when the Essex could be improved by altering it into a six cylinder car and by including in its new design many of the patented principles of the Super-Six which had not been applicable to a four-cylinder motor. Experimental work over a long period resulted in the Essex six, which was offered to distributors and dealers early in December, 1923. This car followed two major trends of the industry—first, a six cylinder car at less than \$1,000 and secondly, a moderately priced enclosed type of distinctive beauty and utility.

Hudson-Essex was particularly fortunate in having created and brought out two years previously the Coach—a type of enclosed car which sold at a very slight differential over the open ones.

Thus when the new car was announced, Hudson-Essex was able to offer for sale the only five-passenger six-cylinder enclosed car on the market listing at less than \$1,000 at the factory in Detroit.

The response of distributors and dealers to this announcement, in the 30 days which has elapsed, has exceeded anything in the history of the Hudson Motor Car Co. The distributing organization is apparently eager to absorb many more cars than it is possible at present to produce, and all reports are of an overwhelming public demand for deliveries.

A Fruitful Field.

Particularly with this new car, it became apparent that the Hudson-Essex franchise is one of the prizes of the industry. The combined line now offers six cylinder cars ranging from \$850 for the Essex touring car and \$975 for the coach, up to the Hudson sedan at \$1895—one of the most fruitful fields in the market today.

Yet there is no slow-selling model in the entire Hudson-Essex line—no car with simply a specialty market. Dealer profits therefore are not tied up in cars difficult to move. The turnover of capital is rapid. Because Hudson has simplified its line, prices are so favorable that sales are doubly easy.

All selling efforts can be centered on those standard types which are wanted by the great body of motor car purchasers and which have therefore a steady consistent market.

It was in 1921 that Hudson developed the Coach—a moderate-priced enclosed body. Before that the average price of enclosed cars was nearly twice that of open ones. That had been necessary partly because methods of quantity production never had been applied to enclosed cars. The Coach made these economical methods possible. With the favorable price which has resulted, enclosed cars have come to be 75 per cent or more of Hudson's volume, as against around 40 per cent for the industry as a whole, according to latest figures.

A Great Unfilled Market

With 60 per cent of motorists now preferring enclosed cars and with the industry as a whole far below this ratio, there is obviously a great unfilled market to which Hudson-Essex products will have a most efficient appeal.

To distribute its cars, the Hudson Motor Car Company has associated with it an organization which literally covers the world. In both the domestic and export field it has attracted to itself energetic concerns which have seen in the Hudson-Essex contract an opportunity for prosperous and useful business careers. If—and because—Hudson-Essex cars have been good ones for motorists to buy, they have likewise been excellent products to sell.

Hudson-Essex Distributors

In all the larger cities of the country, Hudson is represented by Distributors—men with broad business experience and with ample resources to serve properly as wholesale outlets for Hudson and Essex cars. The best testimony as to the mutual satisfaction which Factory and Distributors feel is the fact that 90 per cent of the whole output is sold through firms which have been associated with Hudson ten years or more. Yet there is no feeling that the organization is static; relationships continue simply because they are satisfactory and profitable to all parties concerned.

Hudson feels that its first duty to its Distributor-and-Dealer organization is to manufacture a line of quality cars which the public will wish to buy, and that the mutual interest of both factory and field organization is to see that each Hudson-Essex purchaser remains a friend. There are instances where motorists have owned five, ten and even sixteen successive Hudsons; and there are dealers who never have failed to obtain a repeat order from their Essex owners.

Real Satisfaction.

That thought of consistent, continuous business, based on sound values and fair dealings, is the keynote of Hudson's fundamental policy.

With that policy in mind—with products offering a new standard of value—with the habit of victory behind, and the determination to win ahead—a sure foundation is laid for an enduring and soundly expanding business.

THE SATURDAY EVENING POST



H U D S O N

Offers a Finer Coach on a New Super-Six Chassis

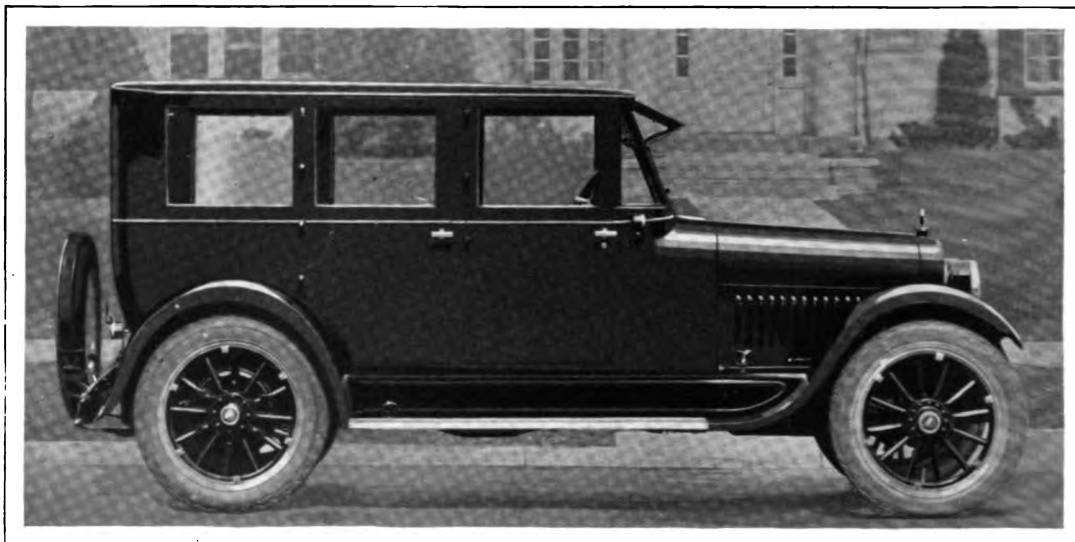
The Coach
\$1475

Hudson Motor Car Company
Detroit - Michigan

First advertisement in new Hudson Coach campaign.

THE SEDAN

The Hudson Sedan is a high point in motor car beauty and luxury. The chassis is the standard Super-Six, and the body is manufactured by one of the oldest and best known custom builders in the country. Buyers receive this custom-built quality at a saving of several hundred dollars, in comparison with cars of similar fineness in chassis and body.



Three Out of Four Cars Are Original Hudson Creations

IN the presentation of its current body styles the Hudson Motor Car Company believes that it is establishing at least one precedent in motor car history.

The precedent is this:

Of the four body styles which are being manufactured for the Super-Six chassis, three are the originations of the Hudson Motor Car Company. They are styles which were first introduced by Hudson, which were given their distinctive names by Hudson, and which won their way to the public's favor under Hudson sponsorship.

The First Sedan

These three cars are the Sedan, the Speedster, and the Coach. The first Sedan which the motor car market knew was introduced by Hudson in 1913. At that time the very idea of an enclosed car with one compartment for driver and family was considered radical, because it was generally thought certain that an enclosed car owner would employ a chauffeur. Hudson had the

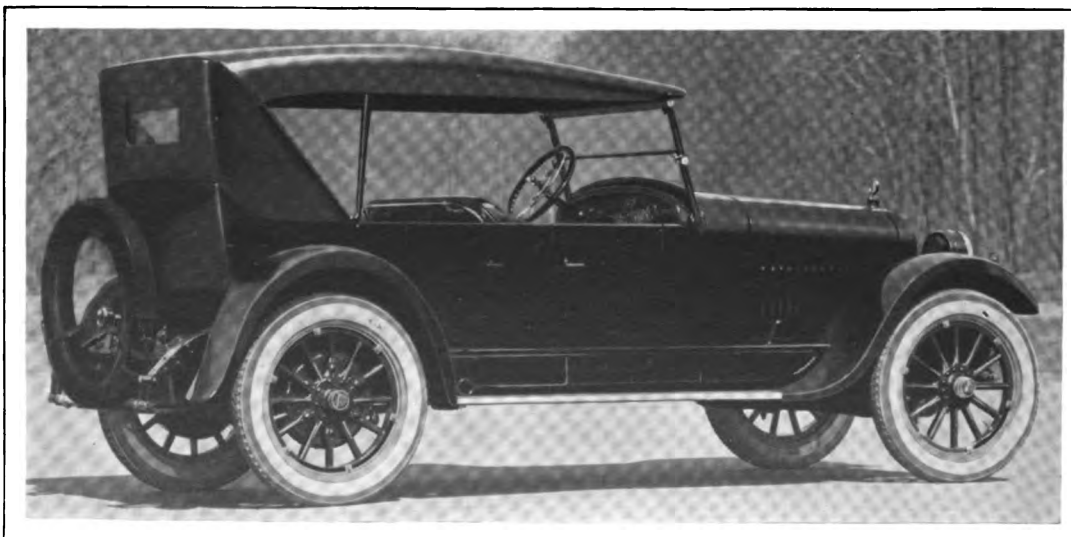
Sedan market to itself for a substantial period, and has never relinquished its leadership in this style of car.

Hudson and the Speedster

The Speedster came in 1916. It was the first time that a fleet appearing, low-hung, distinctive four-passenger open car was presented except as a custom-built specialty. The name Speedster was popularized by Hudson particularly for this new car. This handsome automobile with its dashing atmosphere of youth and beauty became the model after which have been fashioned scores of similar types. But Hudson again had led the way.

The Coach is probably Hudson's most interesting contribution to motordom. It was a clean cut innovation. It pioneered the idea of an enclosed motor car at a moderate price. This idea has since become, admittedly, the leading subject of motor car interest.

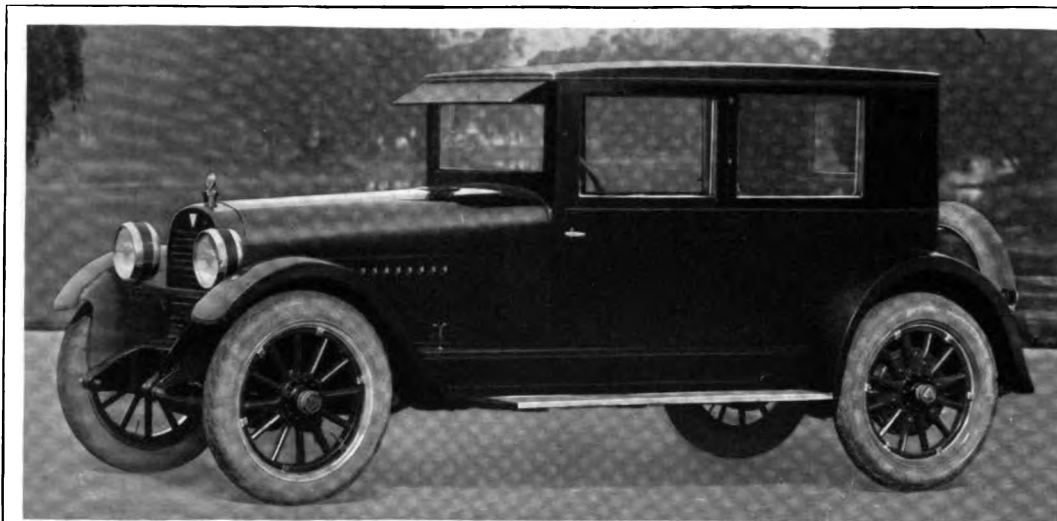
Hudson presents these facts of leadership because it is honestly proud of having made these contributions to motor car progress, and because it believes in all modesty



The Four-Passenger Speedster

For several seasons the Hudson Speedster has been known as one of the most beautiful and desirable of open cars. Trim-fitting tops are tailored separately to each vehicle. The Super-Six motor, with its smooth flow of ample power, is just the right mechanism for this distinctive car.

THE HUDSON TRIANGLE AND ESSEX TOPICS



THE COACH

The New Coach is considered one of the handsomest Hudsons ever built. It is due to Hudson's position as an enclosed car specialist that so fine and beautiful an automobile may be purchased at a price not far above the level of many open cars. All details of upholstery, finish and cushioning are of a quality standard.

that they furnish interesting evidence of a vital spirit of creative enterprise which will extend into the future.

To the fourth car in the line, the seven-passenger phaeton, Hudson has contributed its quota of ideas, including wide doors, stream lines, and a slanting windshield. But it claims no basic originality on the design.

All Types Improved

All four cars have undergone numerous improvements, and are today the handsomest styles Hudson has ever shown, as well as exceptional values in dependable, comfortable construction.

Motorists have known the Hudson Super-Six so long that there is little need to enlarge upon its qualities of performance and beauty. The motoring world has come to its own conclusion that Hudson must always be reckoned when the fine cars of the day are mentioned. This is the natural result of fifteen years' successful manufacturing.

Because Hudson is one of the very large producers of the automobile industry, it has been able to reduce its costs by a great number of volume economies. The cars of today, while of the best material and standard of workmanship which Hudson has known, are offered to the public at remarkably favorable prices.

The Seven-Passenger Phaeton

This standard Hudson is a large comfortable motor car, highly suitable for those who enjoy touring and who wish at times to accommodate fairly large parties. The emergency seats fold conveniently out of sight when not in use. The car is built on generous lines so that all may travel in comfort.



All cars are finished in a characteristic Hudson blue. In the open cars, the upholstery is of fine hand-buffed leather. The enclosed types have textiles of fine, long-wearing qualities and the most appropriate patterns. It is believed that the appearance of these Hudson cars will commend itself without discussion, just as the quality of the chassis assures maximum performance, ability and long life.

The satisfying results which Hudson Super-Six owners obtain from its use are assured because an exacting system of manufacture and inspection has been applied to each unit, and because the various units have been designed and fabricated to a single, high-grade standard of value.

Carrying Through the Design

Hudson machines and finishes 90 per cent of all the individual units which go into its product, and thus the ideas of Hudson designers and engineers are transformed into reality by a manufacturing force which is part and parcel of the same organization, and with production facilities devised with the sole idea of maintaining Hudson standards.

It is because of these standards that motorists recognize without question Hudson quality. The cars represent the highest standard of Hudson's fifteen years' experience.

'KEEP QUALITY UP BUT PRICES DOWN'

That's the Problem Handed to Hudson Production Men

THE building of better motor cars, and yet the reduction of their cost to the public, has been the aim and the achievement of the Hudson and Essex production forces.

Particularly since 1920—the great 'inflation year' in all industries—Hudson has steadily improved the character of its products, and has accompanied this advance in quality with a lowering of costs which has made its cars doubly attractive to the mass of American motorists.

Let us take one example of how quality has been improved and manufacturing cost greatly reduced at the same time:

Up to and during 1921, Hudson's manufacturing practice, like that of most makers, was to build and fit the tops of all open cars on a special form called a dummy. When these tops were completed, they were removed from the dummy, transported to the car-assembly room, and there fastened to the open body for which they were intended.

This system was simplified. The dummy was eliminated. A slow moving conveyor was installed. On this the individual open car bodies travel along as on a giant moving platform. The workmen measure each individual car, and then tailor a particular top for each automobile.

A Tailor Made Top

The difference in the exact fit of the tops under this present system as compared to the previous method, is similar to the variance between the fit of a tailored and a ready-made suit of clothes.

Yet the new system actually reduces labor costs 60 per cent.—with all the men in the department making a higher individual wage than ever before.

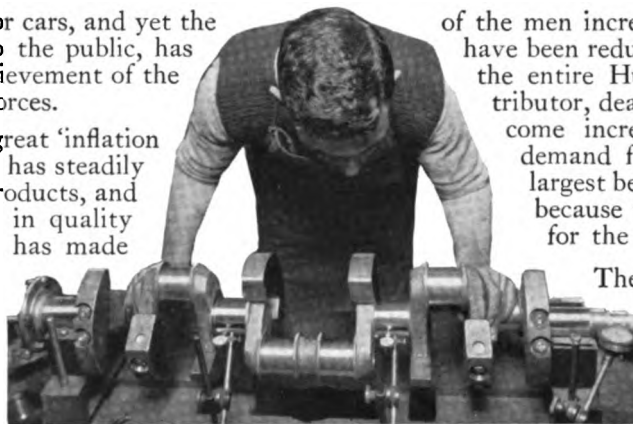
The existence of separate Hudson and Essex manufacturing departments also has afforded many possibilities for mutual study and improvement. It was found for instance that certain work on the Essex transmission was actually costing more than the same operations on the Hudson—an identical article in most particulars.

The Essex system was changed to conform to the Hudson practice, with the result that a much improved mechanical unit was obtained at a substantial saving in costs. This is but a single example of how a systematic cross-study of the processes in building the two cars made possible many manufacturing advancements and economies in both.

All through the manufacturing departments these economies have extended, until labor costs have now been reduced as follows since 1920: Motor manufacture 10 per cent, the transmission 50 per cent., the clutch, 50 per cent; final assembly, 40 per cent; chassis assembly, 30 per cent; body assembly, 50 per cent; and final tuning and equipment 60 per cent. There are many others.

All these economies have been obtained while the quality of the products was steadily improving, while the wages

of the men increased, while the prices of the cars have been reduced hundreds of dollars, and while the entire Hudson organization—factory, distributor, dealer and salesman—has had its income increased because of the broadened demand for Hudson and Essex cars. The largest beneficiary of all has been the public, because it has obtained far greater value for the money it expended with Hudson.



The Super-Six crankshaft is checked and re-checked in every detail to assure buyers of the full advantages of its patented, exclusive design

The Hudson method of labor payment is in itself a guaranty of the fair rights of all concerned. All men are insured a minimum wage, regardless of their productivity, but there are also surpayments which justly reward workers for unusual skill or energy.

The plan has the added advantage of grouping the men in gangs, so that the interest of every man is not only in his individual work but in the effective team-work of his entire crew. The collective wages are dependent upon the efficiency of the entire crew, and this naturally results in an automatic supervision of every workman by all his co-workers. Inefficiency is eliminated, and the valuable producing workmen are rewarded in proportion to their skill and activity.

It is a fact that the average Hudson wage is attractive to the best workmen in a competitive market, and it is also true that Hudson's labor costs, because of its methods, and as reflected in the prices of its products, are moderate indeed. Labor is efficiently employed and therefore can rightfully be paid an attractive individual wage.

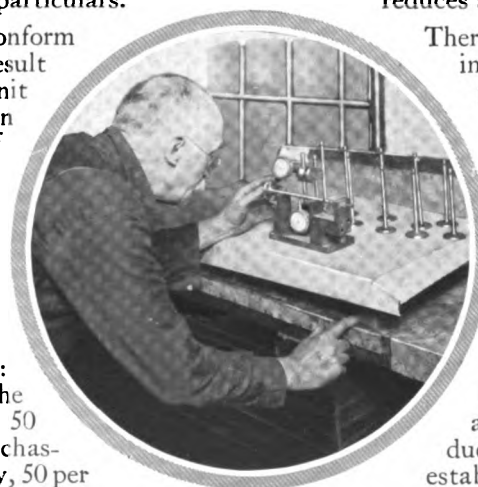
Plant Arrangement Economical

In the layout of the Hudson-Essex plants, the manufacturing machines are arranged in a progressive order. A rough part ready for the finishing processes starts down a line of machines especially devised to operate on it, and is taken off the end of the line a completely manufactured unit. Usually it is finished at or near the point where it is assembled with other units. This eliminates congestion and confusion in the shops, and reduces all handling charges to the minimum level.

There has been everywhere in the plant a unanimous spirit of "a better car at a smaller price." An important factor in the program has been the cutting down of the number of car styles. At one time Hudson built its cars in eleven types. The special attention, equipment and inspection which this involved necessarily brought about complications.

It was decided to eliminate those body styles which had only a specialty appeal, and to concentrate on the types which had proved their broad popularity. These cars were made still more attractive to buyers because the savings due to simplification made it possible to establish a new low level of prices.

Thus, in the present Hudson-Essex line there are cars for practically every demand, yet the number of styles offered has been reduced more than 50 per cent from the maximum.



Each valve is individually tested to close limits on precision instruments for exact dimensions, angles and diameters. This is an assurance of Hudson quality.

A CASE in point is the Hudson Sedan. This is a fine, luxurious enclosed car made by one of the best known quality body-builders in the country. For a number of years this concern manufactured coupes, sedans and limousines in various styles for Hudson. By agreement, this manufacturer turned the entire facilities of his plant to the making of the one type of sedan which had proved itself to have the broadest appeal. Hudson contracted for the complete output.

From the very first, this sedan at the attractive price which this simplified policy made possible has outsold by far the combined number of all previous enclosed styles of the Hudsons this concern had made.

What the Coach Did

The unparalleled success of the Coach type of body has been a most important factor in bringing about simplified manufacturing methods. It has resulted in nearly seven-tenths of all production being concentrated on a single style, with very numerous and substantial economies resulting.

While these basic improvements in production methods have made the car more desirable from every standpoint, the system of inspection to insure first class workmanship has been correspondingly maintained and improved.

Keeping Up Quality

As Hudson machines and finishes in its own shops 90 per cent of the parts which go into the car, it is possible to control most completely the governing factors which mean long life and satisfactory service in a car. The machines and facilities in the Hudson plant for exact, precise work are unsurpassed.

Inspections are frequent, and the system of work is so laid out that the employees necessarily check each others' work. Pay is awarded the men only for satisfactory results. Moreover, the inspections are early and frequent enough so that defective parts are discovered and rejected before much labor and time has been wasted in working on them.

There are in the Hudson chassis several hundred limits of tolerance which are less than one thousandth of an inch; and the number where the limits are a half of one thousandth and even a quarter of one thousandth is very considerable. The same is true of the new Essex.

Precision Limits Enforced

The maintenance of these limits naturally requires inspection instruments of great delicacy, and an inspection force with the skill, authority and will to see that products are maintained at a single high standard of quality. The tolerances mentioned are unexcelled for accuracy and precision in the motor car industry; they represent the present utmost possibilities of human skill.

The wonder is, not merely that they are possible of attainment at all, but particularly that they are accomplished as a part of the day's work in a production of hundreds of motor cars a day—with rejections generally so rare as to be considered almost negligible.

There has been found to be no insurmountable difficulty in accommodating exact workmanship and results to modern methods of economical quantity production.

Hudson Standards and Practice

On the contrary, men who work for a long time on the same task, using precision automatic tools, become highly skilled in their operations, and are able to produce consistently a quality of work which must be accorded the just admiration of all competent observers.

The Hudson manufacturing methods, then, are designed for the double objective of fine workmanship and large production. Either one of these goals is in itself a task of no mean importance or difficulty. Yet through the constant application of determined study, Hudson-Essex production men have proved that both may be attained.

One of the great advantages which a large manufacturer like Hudson enjoys is that the designers, engineers and production men are all part of one organization, under a single supervision. Thus when a design or engineering principle is approved, it is carried into execution by production men who are responsible to the same management for seeing that the desired results are fully obtained in the finished car.

Working Together

Also, the various departments, working together, can often so arrange the problems of design and production that better cars can be manufactured at substantial savings. It should be remembered that great accuracy, when limited to a small production, is highly expensive; and also that a large production made possible by slipshod methods is at least equally uneconomical to the buyer.

The Hudson objective is to maintain a standard of material and workmanship which will insure performance and endurance of the best type, and to combine with this the methods which make it possible to supply the automobile to the purchaser without an undue cost.

Hudson knows this goal is attainable, because it has proved it so in its own experience, and it expects to keep on proving it as often and as promptly as the discovery of new principles or new methods makes this possible.

Unless the entire history of the automobile industry to date is misleading and deceptive, the following out of this policy will surely lead to a larger usefulness, to new and ever increasing volumes of business, and to the proper rewards of initiative and business activity.



These inspections on connecting rods and pistons are typical examples of how Hudson and Essex parts are individually checked for accuracy, alignment and exact size.

SERVICE THAT KEEPS OWNERS SOLD

Progressive New Methods Installed; Prices Down

WITH a deep realization of the importance of Service in all its phases, the Hudson Motor Car Company has bent its energies to bringing the Service Division up to a high degree of efficiency which, in co-operation with the efforts of distributors and dealers, would increase the popularity of the product with its owners, and thus indirectly with all motorists.

Primarily, the important consideration has been to insure for the purchasers of Hudson and Essex cars not only an ample supply of replacement parts, but also to make available every possible saving in price. Genuine parts are thus doubly desirable.

Recently the Service Division has been moved to new quarters where all stock, shipping, packing, order writing and other departments are on one floor in a large, convenient, splendidly lighted building.

Speeds Up Work

This has eliminated trucking, has speeded the packing and shipping of material, and has decreased greatly all problems of handling.

In this stock room is maintained a very complete supply of service replacement parts, dating back to the very first models which were built by the Hudson Motor Car Company.

Moreover through a system of records the Company is able to anticipate the requirements of car owners in advance over a long period of time.

Stock Is Complete

Recently when the four cylinder Essex was discontinued sufficient provisions were made to care for the needs of all four cylinder Essex owners until the last car of this type has given its complete quota of service.

The greatly increased production of the Hudson-Essex factories is having a beneficial effect on the cost of replacement parts, as well as on the complete cars. And just as Hudson has kept alert in pricing the new cars at the lowest consistent figure, so similar policies have governed the pricing of parts. They will now be found to be generally far below the level of present competition. Recently the greatly increased purchases of material for enlarged production have made it possible to reduce the cost of certain parts as much as 50 per cent. All through the service stock prices have benefited from increased volume and have been revised consistently downward.

Through the adoption of labor saving devices both in the office and in the Shipping Departments, the expense of handling of parts has been reduced to a minimum, and these economies have been passed on to the public.

Moving conveyors which assemble the parts at the packing point and then without further handling move them on to a weighing scale and continue on to the Shipping platform, have not only resulted in savings which are reflected in reduced parts prices, but have greatly speeded up shipments. The advantage of that is apparent.

The Flat Rate System

Further extending its efforts to insure to Hudson-Essex owners low cost of operation on their automobiles, Hudson has been one of the leaders in urging the adoption of the so-called 'flat rate' shop charges and practices in the service stations of its distributors and dealers.

This has been accomplished through the voluntary action of the men in the field, and it is gratifying to note how rapidly nearly all distributors and dealers are adopting this advanced practice.

Practical Help

To further the work, the factory furnishes approved flat rate schedules, recommends and supplies tools best adapted to the saving of labor in Service stations, and issues bulletins to service managers on the latest discoveries in the saving of time or the improvement of service work.

Through these and other similar policies the Hudson plans to assure the owners of its product that they will profit by all economies which it is able to effect.

For Hudson Owners

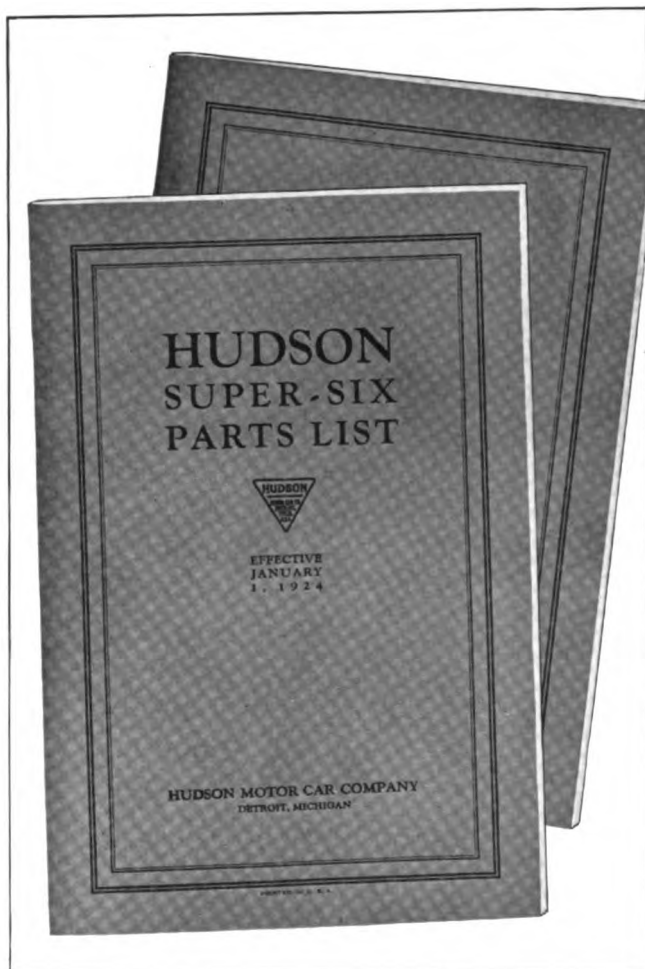
The first purpose of the Service Division is not profit, but the satisfaction of the owners who have placed their trust and invested their money in Hudson and Essex automobiles.

A comparison by the public of parts prices on Hudson and Essex cars with the prices charged for parts on any cars of similar price class is solicited

by the Hudson organization. The extent to which savings for owners have been effected will be at once apparent. These economies have been effected not by altering the quality of the articles sold, but solely by better methods and a determined, earnest effort.

The Hudson practice is to absorb all costs of war taxes, and further, to prepay for distributors and dealers the freight on all shipments of parts aggregating 100 pounds.

With each new car shipped a parts price list is supplied in order to acquaint the owner with proper charges; and owners are requested to consult and study this book, and thus to ascertain for themselves the actual concrete benefits the Hudson-Essex service policy has made available in their behalf.



These two books, showing Hudson and Essex parts prices, tell in brief the story of Hudson's effective effort to assure a steady growth of business by keeping down the costs of maintenance. Every owner should study them.

THE HUDSON TRIANGLE



Vol. XII, No. 2

and
Essex Topics



Feb. 1, 1924

Ideal Transportation Means:

ECONOMY

—Through

1. Low First Cost
2. Low Maintenance { Easy to Service
Low Price for Parts
3. Low Upkeep { Gas
Oil
Tires
4. High Resale Value

SATISFACTION

—Through

1. Smooth Performance
2. Easy Riding
3. Ease of Driving
4. Endurance
5. Pleasing Appearance

We believe no other car gives the *Combination* of all these essential Characteristics of Ideal Transportation to the extent offered in the New Essex.

—HUDSON MOTOR CAR CO.

'SATURDAY-AFTERNOON-OFF' PROSPECTS (

Distributor Finds Owners of Low-Priced Fours Looking For Car Like Essex

ONE of the big successful Hudson-Essex distributors began his new Essex campaign by circularizing low priced four cylinder car owners. He emphasized that he was offering a six cylinder enclosed car at about the price they had been used to for a four, described his time payment plan, and solicited dates for thorough demonstrations.

He had a pretty good idea of the market he was aiming at, yet he was surprised at the number of return cards which named Saturday afternoon for the demonstration.

His prospects were mostly workingmen, and Saturday afternoon was their half day off. To one salesman were assigned five names, all in a workingmen's neighborhood. He was easily able to call on all five prospects in one afternoon.

It will pay every dealer, every salesman, to get this Saturday-afternoon-off picture of his Essex market. That isn't the sole market, but it's the biggest and the easiest sold.

95 Per Cent. of Buyers Want a Six Cylinder Car

THIS same Saturday-afternoon-off picture of the average motor car buyer is told in the 1923 statistics of the N.A.C.C. The average retail price of an automobile was \$811.

Eighty-two per cent. of all cars sold for \$1,000 or less.

One trade publication asked motorists whether, for less than \$1,000, they preferred a four or six cylinder car. Ninety-five per cent. favored the six.

More than 60 per cent. of motorists prefer an enclosed car—at a moderate price.

Trade-ins on the new Essex are mostly low priced fours, and the occupations of purchasers are: bank clerks, bookkeepers, barbers, farmers, factory workers, mechanics, paperhangers, policemen, plumbers, tailors, telephone linemen, etc.

Did ever a car hit a waiting market like the Essex six? Saturday afternoon off.

Here's a Special Letter For Owners of Low-Priced Fours

HERE is a letter which may be useful in circularizing new Essex prospects:

"Dear Motorist: Did you know that you can buy a fine six cylinder enclosed car—a finer, smoother, better riding automobile than any four—for*****, delivered to you?

"This is the new Essex six, built by the Hudson Motor Car Co. It is a large, roomy five-passenger automobile, and the smoothness and pep of the six cylinder motor promise you a new experience. Fine easy steering, and riding comfort such as you would expect only in the high-priced cars.

"Our time payment plan is just right to fit your needs. You will get a fair appraisal on your present car, too.

Won't you let us fix a date for a demonstration; then if you are not interested in the new Essex we shall trouble you no more. There is just one way to know what this new car will do, and that is to take a ride. Don't miss the opportunity to learn about it."

The Factory advertising department has three other letters, designed to appeal to this big buying class, which will be forwarded all distributors and dealers.

Swinging Garages and Mechanics in Line for the Essex

ONE of the first things the Henley-Kimball organization of Boston did was to have a service man drive around to neighborhood garages. He talked about the new car, gave demonstrations in it, and offered tips on its new ideas of construction.

Across the continent, the H. O. Harrison organization used a similar plan, but specialized on demonstrations to the mechanics. When a San Francisco auto mechanic is asked by a friend what he thinks of the new Essex, he can say that he had a ride in it and that it's a corking good car.

That is part of a systematic plan to create favorable word-of-mouth comment on the car. Mechanics are authorities among their friends, and it's well to have them thinking well of your product.

This Salesman Knew His Market and He Sold 'Em

A MIDDLE West distributor engaged one of the best low priced four cylinder car salesmen in the city.

This salesman was familiar with the big new market for the Essex Six. He appreciated the amount of comfort, performance and appearance which motorists could get for the Essex price, and he was delighted with the superiority of the Essex over competing cars of about an equal price. He knew the value of the Essex name.

Moreover he knew where to look for the big mass of Essex buyers.

Result: Four sales almost immediately, and a consistent record of continuing orders. He never before made such an income as he is now in selling the Essex. He is a satisfied salesman. Any Hudson-Essex salesman who studies the facts can duplicate or better this sales record.

A Versifier Asks to Know One Vital Thing About a Car

HERE is a little verse that a certain manufacturer received through the mails. The last line tells a lot about what motor car buyers are thinking of:

I know about your camshaft,
I know about your gears,
I know about your I Beams,
And How the Dam thing steers,
I understand the throttle and all
about the Springs,
And—How the Carburetor fits in
with all the other things—
I've heard about ignition,
And—that's all very nice,
And I've heard about economy
But—What the Hell's the Price?

NEW FIELD FOR SELLING THE ESSEX SIX

JUDGE J. L. Billingsley of Charlotte, N. C., now wintering in Miami, Fla., writes this of his new Essex Six:

"I have driven the new Essex Six 1400 miles in four states over all kinds of roads and detours, many of them extremely bad. There was never the slightest suggestion of any trouble with the car and it withstood the most severe tests. The remarkable ease with which the car can be guided, and its easy riding qualities, make it ideal for long trips and for a lady's car. It is the most satisfactory car I ever owned."

To which the B. D. Heath Motor Co., Hudson-Essex distributors, add: "Judge Billingsley formerly owned an Essex four, and previous to the new six thought he had the best car made."

And Irving A. Ryttenberg of Sumter, S. C., who has owned three Essex fours, writes: "I'm mighty proud as the owner of the first Essex six. Does it ride easy? I'll say it does—you hardly know you're moving. And I have never driven a car that handled so easy. This makes the fourth Essex I've had. The oil consumption on this one is much less than on the others, gasoline mileage higher, while the comfort and riding qualities are much better."

Here's How Hudson-Essex Are Selling in their Own Home Town

FOR January, the Aaron DeRoy Motor Car Co. of Detroit registered more new car sales than any line except Ford and Chevrolet. The total in Wayne County was exactly as many as the Studebaker and Dodge sales combined. It was 38 less than Studebaker and Buick combined—and they were the second and third makes. It was just 81 less cars than were sold by Chevrolet. Like all distributors, the DeRoy organization received a whole lot less cars than it could have used, or figures would have been still more outstanding.

This record was made by aggressive salesmanship emphasizing the positive advantages of a six-cylinder enclosed car listing at less than \$1,000.

You can't dodge the public demand for Hudson-Essex.

Chicago has always been a remarkably strong Hudson town, but now the natural demand for Essex is running twice as strong as that for the Super-Six. And in Boston twice as many Essex cars are being sold as last year.

Any Good Essex Salesman Can See What These Figures Mean

IT'S an axiom of selling to know your buyer. One Hudson-Essex distributor found that of his first 100 appraisals on the new Essex, 68 cars were Chevrolets and 17 were Fords. That left 15 per cent. for other makes.

A fact to remember was that, without doubt, the first wave of visitors to the Essex exhibits were either former Essex owners or their acquaintances. Also, in a first crowd there are always many sightseers. But when the sightseeing is over, and the public begins wanting to swap its cash and old car for your new one, then you get an accurate picture of your market.

Any good Hudson-Essex salesman, with the right mental slant, can deal with these new prospects as well as any salesman in the world. And it will prove the most profitable work he has ever done.

'Know Your Buyer' is Principle For Sales Success—Time Payments are Important

It is now vitally important to have the right time-payment story ready for every prospect. Are you in touch with the C.I.T.?

Don't be too Dignified in Selling the New Essex Six

THERE'S no need for \$5,000 dignity in selling a \$1,000 car. Some little feature that will get an idea across graphically may work out most effectively.

One distributor reports this method: Above his windshield he has prepared a sign. It reads, "And all this for" (his delivered price). The sign is so arranged that it is folded up out of sight during the demonstration. Just at the close of the demonstration—after the prospect has been told the story and shown the goods—the sign is dropped right in front of his eyes.

There is nothing theoretical about its value; it works.

A New Selling Advantage Ready For Hudson and Essex

IN the parts price books now issued with every new car Hudson-Essex salesmen have a factor with which they should be thoroughly familiar. Upon examination, it will be found that parts in present cars are offered for sale at figures which are much lower than our previous practice, and most substantially less than those of makers in the respective price classes of Hudson and Essex. These low prices are possible because of economies in manufacturing and handling. They comprise a strong reason for the purchase of a Hudson or Essex.

Salesmen will find the facts in these books an important feature in their economy talks, and it will prove profitable for a salesman to work out savings in typical service operations. Hudson-Essex flat rates are a factor of equal importance, and may be obtained from your service manager.

Let Us Know of Your Registrations and Individual Sales

FROM as far distant points as Boston and Spokane come reports of Hudson-Essex leadership in sales. From other cities we hear of how Hudson-Essex was right with the leaders in 1923, and pressing them still harder now. The Triangle & Topics wants all registration figures or other statistics which show a condition of that kind.

It will pay every distributor and dealer too to check such figures closely, as a gauge of his own progress. Hudson-Essex's place is among the very leaders.

The Triangle & Topics is equally eager to have all the news, photos and sales methods of individual salesmen who can sell, in the larger centers, around 100 cars a year and upward or whom, in the smaller centers, have comparable records. It will help us all to know how they do it.

C. I. T.'s Payment Plan Doubles Profits

LETTERS commendatory of their financing service are frequently received by the Commercial Investment Trust of N. Y., from Hudson and Essex distributors and dealers. Time payments are now a vital factor in Hudson-Essex sales. Read the following excerpts from a few of the many expressions of appreciation received:

Black Frazier Motor Co., Columbia, S. C.: In the writer's experience and in the experience of all of our dealers who are using your Flooring and Retail Plan, the C. I. T. Plan measured up more nearly to a perfect system of financing than anything we have had any dealings with. Your plan has not only enabled us to increase our retail business at least 100%, but our wholesale business has doubled itself with prospects of 100% increase during the coming year.

Hector F. Reaume, Toledo, Ohio: I have never dealt with a more satisfactory finance company than the C. I. T. I have handled thousands of time deals on new cars in the last five years. My bank is just one hundred feet from my store. The only thing I could do to better the finance system is to move the bank into my store. I only have to walk one hundred feet to get full cash transaction out of a time deal. If I have to deal with any other finance company, either local or out of town, I will surely be handicapped. Thanks for the super-advantage of the "without recourse" plan.

Huffman Motor Car Co., Washington, Pa.: We appreciate the bank draft idea and also like the way you handle collections and keep after delinquent accounts. We know of no way in which you can better your services.

Hill Motor Car Co., Miami, Fla.: We assure you that it has helped us to enjoy a much larger business in a more profitable way than we would have been able to handle without your financial help. We hope in the next year to double our business with you as all of our transactions have been very satisfactory.

Bowman-Trautman Co., Grand Rapids, Mich.: The manner in which our accounts have been handled by you has been extremely satisfactory, and in no way, shape, form or manner can we say anything but that we are 100% satisfied with your system.

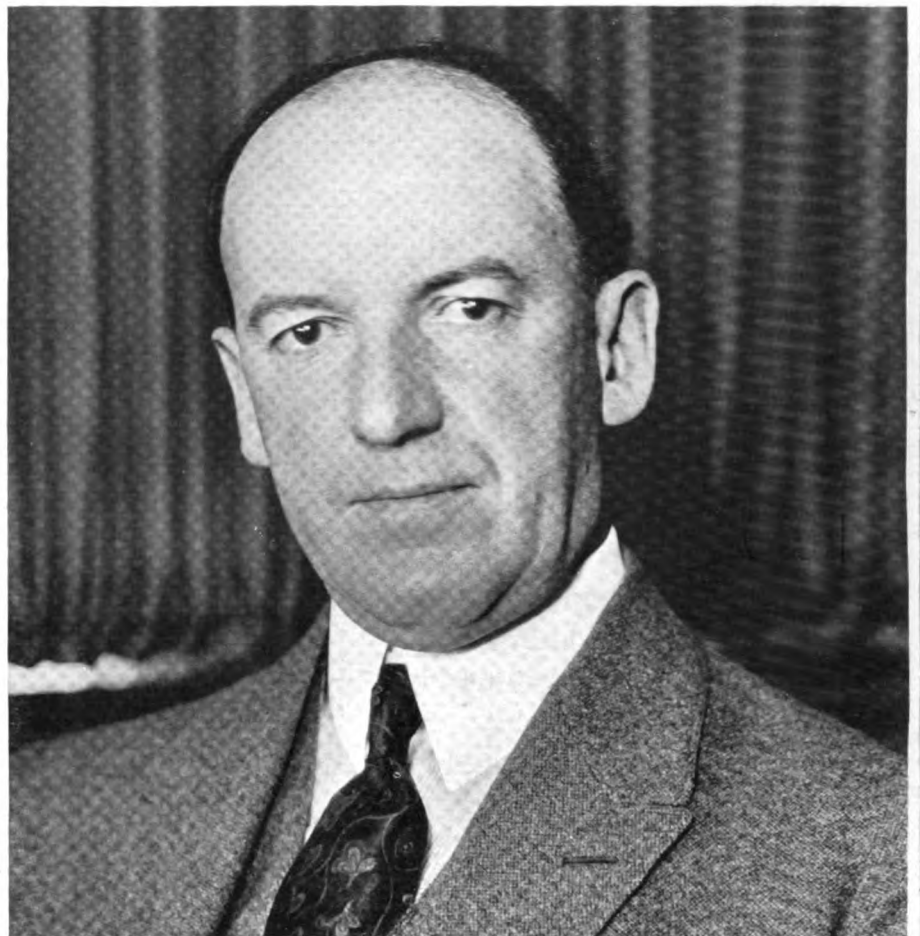
E. H. Simpson, Jackson, Miss.: Your service has met every requirement and I feel safe in saying that my profits this year have been doubled owing to the fact that I obtained this connection with you.

Dealers using the C. I. T. Plan are particularly pleased with the quick remittances they receive on retail time deals. All they need to do to obtain cash on a time transaction on the same day the deal is made, is to draw a sight draft against the C. I. T., take it to their bank with finance papers attached, and the bank will immediately deposit the amount of the draft to the dealer's account.

Another feature that has proved popular is the "without recourse" endorsement of retail time paper sold to the C. I. T. Under this plan, in the event that the car is repossessed by the finance company, the dealer is not asked to pay out any money until the car is returned to his possession, and he is protected against any collision damage which may have materially affected his equity. Even then he pays only the amount of the unpaid notes without any repossession expense. If the car was properly sold in the first place he can then re-sell it at a profit.

Hudson and Essex Partnership

THAT'S YOUR BEST SALES TALK, SAYS
SAN FRANCISCO'S PRIZE-WINNER



DAN CROWLEY

Second Prize Winner in the H. O. Harrison Contest

ONE of the super-salesmen of the Hudson-Essex organization is Dan Crowley, winner of the 1923 second prize awarded by the H. O. Harrison Company of San Francisco. The first prize winner was F. O. Renstrom. Mr. Renstrom was prevented by illness in his family from coming East. Mr. Crowley was awarded the trip to the Chicago show. While East he visited the factory for several days.

Mr. Crowley not only sold 172 cars within the year, but established also a remarkable record of general team-work value to the organization. When the year closed there was only one of his used cars on the floor awaiting re-sale. His sales record wasn't made on the basis of long trades.

"If many salesmen," said Crowley, "would work half as hard selling their new car to the customer as they do in selling the customer's used car to the house at an inflated price, we'd all be a lot happier."

Mr. Crowley was asked what methods he used in selling.

"On Hudson," he replied, "there is no sales problem. The car is just as standard in the minds of the public as the Cadillac. My tactics with Essex is to show the relationship of Hudson and Essex. Compare the cars to two houses, built on adjoining lots by the same contractor with the same materials and

the same working force. The only difference is that one house is a bit larger than the other. That's Hudson and Essex.

"If a buyer speaks of some car in the Essex price class, ask him if he would think of comparing that car with the Super-Six. He'll always say certainly not. Right at that moment is the time to emphasize that the Essex is just a smaller Hudson, and to swing into the comparison of the two houses by the same builder.

"Or if you know the prospect's trade or business, use a comparison which he meets in his every day life. Talk in his terms. Use comparisons that mean something to him. He's probably tired of automobile-row patter.

"One of the principal sales factors with the H. O. Harrison organization has been the parts display. That is a method you have to use carefully, otherwise your sales talk will simply degenerate into a technical argument with your customer. But after your demonstration and your comparisons and your general sales talk, you can close effectively by showing the owner a few of the vital parts in Hudson-Essex construction. After having shown what the car will do, you sort of take it apart and show what it is made of.

"We have only Hudson and Essex parts. There is no reflection on competitors. But it is easy to show Hudson and Essex similarity"

THE HUDSON TRIANGLE



and
Essex Topics



Vol. XII, No. 3

March 1, 1924

They Came, They Saw---And They Believe



TO SEE the new Essex in the process of manufacture is to know immediately that it is a car fully up to the traditional standards of the Hudson Motor Car Co. This is the verdict of 151 dealers, salesmen and service men brought to the Factory by the Hudson Motor Car Co. of Illinois.

They came in to see the latest facilities with which Hudson produces a quality effect at an economy price, to learn of the best market for the Essex six, to hear advertising and service plans, and generally to ground themselves thoroughly in the products they sell.

Many similar parties have visited the Factory in the last two years, but the Hudson Motor Car Co. of Illinois set the record for numbers. It required a special train of six Pullmans, a diner and a baggage car to carry them from the gathering point of Chicago to Detroit.

Here are some comments which were made by the visitors:

A. C. Hueseman, Springfield: 'It is only unfortunate that every man selling or servicing Hudson-Essex cars cannot come to the Factory and see for himself what is being accomplished. It would put a selling punch in every talk. I know that I can tell my story with more conviction now. This new Essex is the greatest product we have ever had.'

H. E. Nelson, Peoria: 'It is an inspiration to see what efforts are put forth so that every cent's worth of service and satisfaction can be put into the Essex and the Hudson Super-Six. We can see now what a wonderful idea this new Essex is and how much it will mean in a greatly increased business to all Hudson-Essex dealers. This will be the biggest year for all of us.'

John B. Reilly, Keystone Motor Sales, Chicago: 'Before I saw this plant and general lay-out I always had the thought in the back of my head, what has come out of the old Essex to meet the new price. It is mighty easy for any man to see when he goes through the plant why this advance in quality was possible despite the new low price. I'm going to do a capacity business.'

W. F. Speedy, Indiana Harbor: 'I went into the automobile business by accident. So this was the first opportunity I ever had to see how an automobile was put together. It has opened my eyes. I have seen manufacturing plants—steel mills, etc., but never a place where all lost motion had been so completely cut out. We can sell the cars now with all our fighting spirit.'

Matt Knauff, La Salle: 'This trip has been a wonderful investment. I am a little familiar with automobile factories, but the ease, efficiency and economy with which the Essex is produced astonished me. I can see its value more than ever before. This is a car years in advance in its value and construction. The first thing when I get home, I'm going to get the whole force together and tell them the story.'

George F. Kelly, Kelly Motor Co., Chicago: 'No man can know what a great proposition we have until he sees the works and hears the real story. The season ahead now looks brighter than ever before.'

Sam Zimmerman, Pekin: 'In the Essex six we have a car which will prove our biggest seller. It will sell because we know it has unqualified value. It has been most pleasing to me to hear at first hand the progressive and fair-minded selling and service policies which go with the new car.'

Essex Performs Beyond Old Abilities

FROM the Atlantic to the Pacific, distributors are reporting that the new Essex six is showing them a brand of performance, from one to 50 miles an hour, which they never knew before. This is true in hilly country and level country, at high and at low altitudes.

The Essex is not only far smoother and quieter in its performance, but it also has a liveliness, economy and strong-pulling power which is unmatched or even approached in its price class.

Typical telegrams which have been received are:

TOM BOTTERILL, INC., DENVER: New Essex Six shows better power and acceleration than four cylinder Essex.

BOTTERILL AUTOMOBILE CO., SALT LAKE CITY: Am happy with results of tests made recently. Essex shows splendid results in hill climbing and power, speed without motor vibration.

THE JOHN DORAN COMPANY, SPOKANE: Essex Sixes are pulling hills on high in splendid fashion. We went through Fourth of July Canyon Sunday and had to help another car all the way. Essex Six went in intermediate where everybody else went in low through the snow. All cars boiled except the Essex.

TWIN CITY MOTOR CAR CO., MINNEAPOLIS: We are very enthusiastic over the performance of new Essex Six.

MEMPHIS MOTOR CAR COMPANY, MEMPHIS: New Essex Six has wonderful pep and power with quick pick-up. Gas test shows 25 miles per gallon in traffic. Will go better than this.

ERWIN M. JENNINGS CO., INC., BRIDGEPORT: Essex Six did 28 miles to the gallon on tests made.

MIDELBURG GARAGE, CHARLESTON: Essex Six acceleration and hill climbing ability most satisfactory.

ROY M. HEATH COMPANY, SALINA: Essex Six very smooth running motor. Throttles down with ease with splendid gas mileage.

SUPERIOR MOTOR SALES CO., SOUTH BEND: New Essex Six motor performs wonderfully.

PORTLAND MOTOR CAR CO., PORTLAND, ORE.: New Essex Six performs very excellently indeed.

BOWMAN-TRAUTMAN CO., GRAND RAPIDS: New Essex Six takes grades better than former Essex. Performance livelier, more snap and greater flexibility.

ALLING & MILES, INC., ROCHESTER: The new Essex Six has the good old response that we had in the old Essex and have in the Hudson.

H. O. HARRISON CO., SAN FRANCISCO: New Essex Six shows splendid acceleration on hills.

REVOIR MOTORS, INC., SYRACUSE: The new Essex Six is a wonderful improvement.

New Essex Beats Old in Boston



ASK the Henley-Kimball Co., distributors in the hilly Boston territory, whether the new Essex can perform. Around Boston, the old Essex held many records of endurance and hill-climbing ability. That prompted Fred A. Ordway, Vice-President, to stage a race between an old and a new Essex on Corey Hill, one of the real tests around Boston.

The two cars, each with an expert driver, started at the foot of the hill together, but the new Six pulled immediately away and gained the top well in advance. The Henley-

Kimball is avoiding stunts or races, and despite the unusual performance of the new Essex in its climb, is still selling the car on its all-around value and price, rather than for its lively power.

There's another sort of performance the Essex is showing, too. That is sales performance. Mr. Ordway has announced that his Essex business in January was twice that of last year, and that for the first time in years his concern has been unable to place cars in storage for spring delivery.

Sets Fine Record On Desert Route

THOUGH the new Essex is not intended as a stunt car, it continues to prove its durability and performing abilities under all conditions. One of them was driven from Phoenix, Ariz., to San Diego, Cal., a distance of 394 miles, in 15 hours, and with gas consumption of 21 miles to the gallon.

The drivers were Charles L. Goldtrap and Harry Locke, neither of whom had an idea of setting a record when they started. But as the car rolled smoothly along the desert roads they found that they could complete their trip in a day. Goldtrap has this to say:

Easy To Handle

'I have driven cars of all makes—racing cars included—and the road record from Phoenix to San Diego was made by myself in 1912. In all my driving I have never encountered a car with such responsiveness and ease of handling. We didn't make any particular speed on the run, but the car operated with entire consistency all the way. Our average was 26½ miles an hour.

'We averaged 21 miles to the gallon of gasoline, and outside of one tire change, we didn't have to stop once on account of the car. The hood was never lifted from the time we left home until we drove into the garage, except to add oil to the engine.'

Hudson-Essex Take Sales Lead

FOR the second successive month, the Aaron DeRoy Motor Car Co.—Hudson-Essex distributors in Detroit—has sold more cars than dealers for any other make, except two low-priced fours.

This means that Hudson-Essex is the largest selling line of six cylinder cars in Detroit. It means that the motor-wise population of Detroit has immediately appreciated the wonderful new principles and the unrivalled value of the new Essex.

Figures Are Official

There is no line of cars, at near the price class of Hudson-Essex which approaches their sales record in Detroit. Mr. DeRoy could have excelled this record if his allotment could have been increased. Registration figures in Wayne County for January and February of leading makes were used as the basis for comparison.

'Never in my entire career,' says Mr. DeRoy, 'have I had so many unfilled orders as now. There is a public demand for the Super-Six and particularly for the new Essex which seems limitless. We keep an Essex chassis on our floor and there is constantly a group around it. No one can look at that chassis and not be impressed with the unparalleled value which is offered.'

Essex-4 Owners Asked to Try The Es-six

THE Jesse A. Smith Auto Co., of Milwaukee, Wis., is out with the flat statement that the new Essex six has all the staunchness and durability which characterized the four, and that in other important respects it is an important advance over its predecessors.

The wholesale sales manager, J. E. O'Keefe, has written the following suggestion to all Hudson-Essex dealers in his territory:

'We want you to take your Essex 6 demonstrator, after it has been driven two thousand miles and invite each one of your four cylinder owners to come and ride in it.

'There is a reason for this—The Essex 6 is a better automobile than the 4. Take all of the staunchness and durability of the four cylinder car and add to it—smoothness, easy riding and easy handling and you have the Essex 6.

'In fact none of your prospects will realize what a wonderful automobile the Essex 6 is until they drive it themselves. Even if they determined to buy a Hudson they should know the value of the New Essex. They must feel its snap and power and easy riding—they must have the chance themselves to realize how easy this car can be handled in the traffic—how well it will stay balanced on rough roads and how much more pleasant it is to drive than the Essex 4 or any other car supposed to be in its class.'

★ ★ ★

From Bridgeport

A member of the Erwin M. Jennings Co., Inc., of Bridgeport, Conn., writes as follows to the factory:

'The more I come in contact with Essex Six owners I am led to believe that the outlook for the latest Essex is in the highest degree encouraging. In spite of the usual things said about all new cars, the Essex Six owners with whom I am acquainted are all highly enthusiastic about their new cars. Mr. Burke drove his Essex Touring from Norwalk to Stonington, Ct., and back, over this last weekend, a distance of about 200 miles. He said it was by far the most pleasant automobile trip he had ever experienced. Mr. Burke could hardly get over telling me of the wonderful riding qualities and ease of handling of his car.

★ ★ ★

Ask Ira—He Knows

It seems that Ira Vail, veteran race driver, is thoroughly convinced that the products of the Hudson Motor Car Company are well worth buying.

His first Hudson was a 1910 model '20'. It was replaced by a 1912 model '33', and from that time on, Mr. Vail bought an average of one Hudson or Essex each year.

'This is my 16th car manufactured by the Hudson Motor Car Company,' says Mr. Vail referring to his 1924 Essex Six. 'I have a thorough training in automobile construction, and it is my opinion that there is no better car built for the same money than either Hudson or Essex. I am glad to see the Essex using the Super-Six patents, for I know that this means greater performance and longer life.'

Snow Drifts Can't Stop New Essex



LOOKS a bit snowy, doesn't it? This is the type of weather they have in the mountains around Spokane, Wash. The photograph was taken while Walter Evans, general manager of the John Doran Hudson-Essex organization, was driving through Fourth of July canyon on his way from Couer d'Alene to Mission Flats.

The drive was taken to test the stamina of the new Essex. Mr. Evans reports that in

places the snow was five feet deep, and that 'snow-bucking' was necessary practically all the way. The new six never wavered, and despite the extra work due to the steep climb and the snow, never got hot. The car operated perfectly on high, intermediate and low gears.

With Mr. Evans on the drive were George Giffin, Frank O'Shea and Stanley Boskill. They met several other cars and extended assistance to some of them.



HARRY E. LUNGE, Kennebunk, Me.

WHEN the Portland division of the Henley Kimball Co., conducted its mid-winter sales contest nine dealers participated, and finished with better than an average of 100 percent of quota. The winner was Harry E. Lunge of Kennebunk, with more than 200 percent. A persistent follow-up of all prospective business did the trick. Mr. Lunge was Henley-Kimball's guest on a trip to the factory.

In the Bangor, Me., contest, the winner was B. O. Norton of Belfast. From Jan. 14 to Feb. 15, he sold 14 Hudson and Essex cars, or 385 per cent of quota. In his last day he landed seven sales. Mr. Norton says that he saw just as many people as he could and that on every occasion he asked 'em to buy.

Schmunk Forces All Ring the Bell

WITH the sales totals rising rapidly, Hudson-Essex distributors and dealers are adopting many plans to keep everybody aware of good business. Salesmen like the atmosphere of 'something doing' which these plans effect. One of the good ideas is that of the R. J. Schmunk Co. of Cleveland, O.

Mr. Schmunk took an old bell which had been part of the fire equipment at his farm, and had it nicely nickel-plated. Then the arrangement was made that every time a salesman made a sale he was to ring the bell.

The bell was hung alongside the bulletin board on which is recorded daily the salesmen's orders as they are made.

About as soon as the bell was hung up, the gong began to ring. When a salesman closed an order, his first act was to put his fountain pen back in his pocket and his second was to trot over and ring the bell.

When Mr. Schmunk isn't in, the boys have a way of holding back. Sometimes the morning's work opens with the bell ringing four, five or six times in succession. On the bulletin is always the question, 'Who will ring the bell today?'

First Fleet Sale

HERE'S the first fleet sale of the new Essex: Arthur W. George, a salesman for several years with the Henley-Kimball Co., of Boston, sold 26 Essex coaches and 2 Hudson coaches to the Pettingill-Andrews Co., the largest electrical and fixture concern in the city. The cars were sold strictly on list price, and the used cars were taken in on consignment for sale. The deal was a pleasant valentine for Mr. George. Who's the next fleet salesman? Write it to the Triangle.

3 Letters Bring Big Business To Harrison

FOLLOWING are three letters which the H. O. Harrison organization of San Francisco has found effective in bringing 'four' owners to the salesrooms:

No. 1

Dear Sir: When the Hudson Motor Car Company, manufacturers of the Essex, announced that they would build a five passenger, six cylinder, enclosed car to sell for less than one thousand dollars, the statement created an unparalleled interest.

Here in San Francisco thousands of people have viewed this car and returned from the ride enthused over its performance and riding qualities and have marveled at the fact that a car of this quality and appearance could be sold for a Factory price of \$975.00.

If you have not seen, or ridden in the new Essex Six, you should do so at once.

'A thirty minute ride will win you.'

No. 2

Dear Sir: Economy is a big feature in the new Essex Six.

Low first cost, only \$975.00 factory for a six cylinder enclosed car. Low cost of fuel as 25 miles per gallon of gasoline is not an exceptional performance. Low tire replacement cost as a new non-skid tire and tube cost only _____.

Here is a six cylinder five passenger enclosed car that almost anyone can afford to buy. A car that anyone can afford to run.

Have you seen and ridden in it?

'A thirty minute ride will win you.'

No. 3

Dear Sir: We are going to make it possible for any automobile owner to purchase a six cylinder Essex coach, which sells for \$975.00 exclusive of freight and tax. Our new term proposition is one which we venture to state is more liberal than ever before offered on a car of this quality and price. We believe you will be surprised at the moderate initial and small monthly payments.

Your present car will be accepted as applying upon the initial payment.

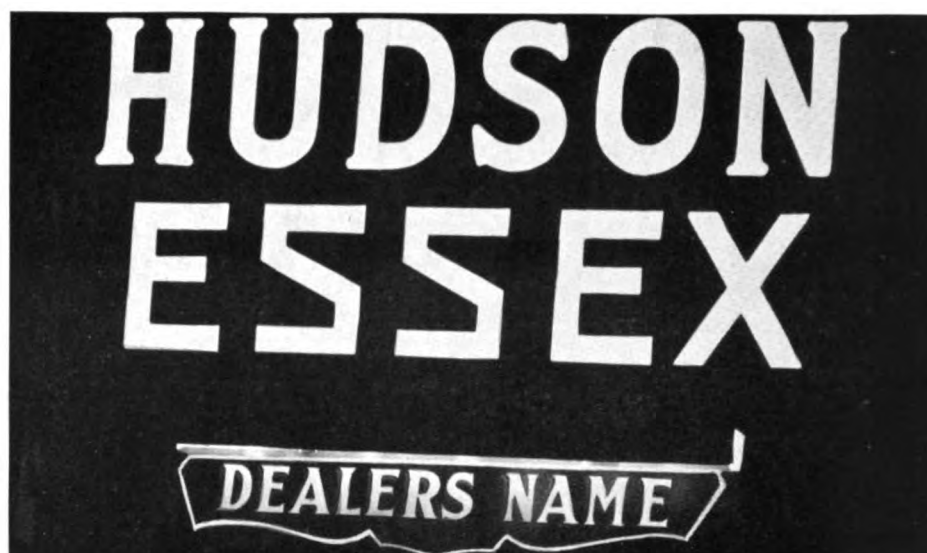
Fill out and mail the enclosed card and we will send literature descriptive of the six cylinder Essex coach and full details regarding our special time payment plan.

★ ★ ★

MOTOR, London, Says of New Essex:

'Good as the four-cylinder model has proved to be in service, however, the manufacturers have superseded it in favour of a six-cylinder model. It represents a great advance in design on the old car, and is one of the most interesting American vehicles ever imported here. The engine is vibrationless and will take the car along at so slow a speed as 2½ miles per hour without a tremor. The acceleration on second is terrific; in fact, it is one of the most lively cars in which we have ridden. Thirty miles an hour or over seems but 10 or 12, so smooth is the engine. The steering is particularly light for an American production, very accurate. The brakes, both hand and foot, could not be better, for they are very smooth, progressive and powerful. The transmission is noiseless, and in every way the new Essex six-cylinder can be put down as a real delight to drive.'

Electric Signs at a Special Price



At Night



In the Daytime

THROUGH a special arrangement which involves a volume price, the Hudson Motor Car Co. is able to make available to its distributors and dealers an especially fine electric sign at a better rate than could be obtained by individuals buying separately.

This is a sign which sells separately for \$190 but which can be had by Hudson dealers for \$112 f.o.b. Lima, Ohio. The sign exclusive of the panel, is 3½ feet deep by 6 feet wide. Letters are 12 inches high, and because of the design are exceptionally easy to read even at a distance. There is an absence of glare, and consequently the letters do not run together.

The price of \$112 includes the imprinting of the dealer's name, crating, buckles, irons and cables for installing, and a complete set of instructions.

The construction is of Armco rust-resisting iron, with a durable, warranted surface in an attractive blue. This makes the sign as valuable by day as at night. Both sides of the sign are identically finished. The sign is completely wired with 21 sockets.

One of the advantages of this sign is its economy of operation. Where the electric rate is 7 cents a kilowatt hour, the expense will be about 7 cents an hour. The makers of the sign say that it may be cleaned by turning on a hose, inside and out.

Dealers who wish this sign may send their orders direct to the Artcraft Sign Co., Lima, Ohio. A number already have been taken by dealers who have seen the samples at the Hudson factory. Enclose checks with order. These signs are regarded as a good bargain by all those dealers who have seen them personally.

THE HUDSON TRIANGLE



and
Essex Topics



Vol. XII, No. 4

April 1, 1924

The Essex Six Opens The Widest Market You Ever Knew

ARE we all aware yet of the **LARGENESS** of the market which the Essex Six has opened to us?

Do we realize that there is actually a demand for it, when properly developed, at least treble that of any other product which Hudson ever offered? That fact can be easily proved.

The opportunity is there. Picture the Essex Coach. Then go up the scale of prices until you reach a motor car which is its approximate equal in utility and value. Make a note of that price.

Now consider the vast number of people who either have no car at all or who have a car which is lacking in the easy riding, the six-cylinder smoothness and the closed car comforts of the Coach.

From these facts you will realize that there is an enormous demand for just such a car as the Essex Coach, and that it cannot be matched except at a price which is unattainable for the great mass of those who want it. You have a monopoly in a vast field.

It only remains to direct sales efforts at that field. Make a bulls-eye drive straight at the motorists who can afford the Essex Coach and who want just such a car. Concentrate with full energy in this one effort. No distributor, no dealer, no salesman ever before had so immense a sales opportunity before him. The biggest business you ever knew awaits.

Now is the time to drive home that advantage.

Owners' Letters Tell Virtues of Essex

THE popularity of the Essex Six in Baltimore is told in a group of letters which the Lambert Automobile Co., Hudson-Essex distributors there, have forwarded to the Factory. These testimonials, which go into every phase of motor car performance and value, are as follows:

Dr. K. C. Naylor, 3818 Roland Avenue: "A splendid car that satisfies in every detail."

J. S. Garrison, 1924 Old Orchard Road: "It is superfluous to paint the lily or gild refined gold. So is it a labor of supererogation to try to paint the merits of the Essex Six. It is all and more than I expected."

C. J. Schnebelen, 2030 Linden Avenue: "I have tested my Essex Six thoroughly and am greatly pleased. I encountered a few minor difficulties at the beginning, but these were taken care of by your service station in a prompt and pleasing way."

Samuel and Israel Lessans, 4114 Norfolk Avenue: "We were skeptical about buying the Essex Sixes, but—oh, boy!—we've sure got the right cars."

E. H. Clusman, 2913 Norfolk Avenue: "My Essex Six lacked power and punch at the beginning, but after your splendid service station made a few minor changes nothing was left to be desired. Frequently make 27 to 28 miles to the gallon on long trips. Have gone about 3,000 miles."

Gustavus Dittmar, Belair Road and Glenn Avenue: "Fine mileage, fine riding qualities, easy to steer, plenty of reserve power. It would indeed be hard to find anything better."

P. J. Rothersburger, 112 N. Collington Avenue: "A complete revelation to me. I advise anyone who wants a light enclosed car to get busy at once and buy the New Essex Coach."

H. T. Cole, 2813 N. Calvert Street: "The new Essex is all to the good. What more need one say?"

Dr. Wm. M. Bray, 4 Gilmore Avenue: "A splendid little car, and most economical."

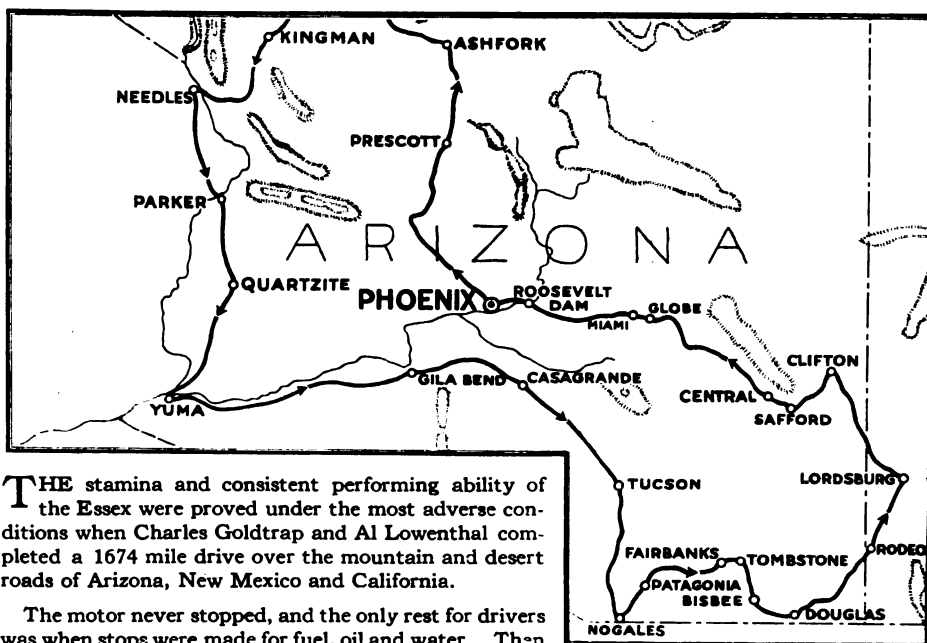
Dr. H. R. Slack, 1100 N. Charles Street: "I have only words of praise for the Essex Six and the Lambert forces. They groove into a splendid whole."

W. H. Hubbard, 3910 Woodbine Avenue: "The gasoline mileage I get out of my Essex Six Coach is marvelous. Not only this: It is an all-round car that cannot help but please."

H. H. Hoffmeister, Millington Lane: "Pleased with my Essex Six? You just bet I am. It's the smartest little thing in this neck of the woods. And what a money-saver compared with the average enclosed motor-car."

Alex D. Cockey, Mt. Washington: "I knew my factory, I knew my local distributor, before I bought an Essex Six Coach. Why ask me more?"

Western Tests Prove Essex Has That Old Time Stamina



THE stamina and consistent performing ability of the Essex were proved under the most adverse conditions when Charles Goldtrap and Al Lowenthal completed a 1674 mile drive over the mountain and desert roads of Arizona, New Mexico and California.

The motor never stopped, and the only rest for drivers was when stops were made for fuel, oil and water. Then the boys took a snatch of a sandwich. Word of the run comes through the H. L. Arnold organization, Hudson and Essex distributors.

Actual running time was 55 hours 25 minutes, which averages just over 30 miles an hour.

Gasoline consumption was 73 gallons, which gives an average of a trifle over 23 miles to the gallon. Two quarts of oil were consumed.

The route ran over all sorts of roads, from the well laid Apache Trail to mountain and desert paths which were all but impassable. Newspaper critics in the territory say that this is a record which, in all the factors considered, never has been surpassed by any car, and which could be achieved only by an automobile sound in every detail.

Northern California also has staged demonstrations which proved the remarkable acceleration and economy of the Essex Six. In one of these, the writers on all San Francisco newspapers were invited by the H. O. Harrison organization, Hudson-Essex distributors, to test the gasoline mileage of an Essex under normal driving conditions.

All cars were piloted through traffic as the ordinary motorist would drive. The winning car went 60.3 miles on a measured two gallons of gasoline and the average for all five cars was 27.3 gallons.

On an acceleration test with the San Francisco baseball team, an Essex Coach from a standing start beat the fastest base-runners on the club over a 60 yard course.

Hudson-Essex Again in the Lead

Outsell all Rivals in Detroit Third Straight Month—Still Going Strong

FOR THE third straight month, Hudson-Essex sales in Detroit have surpassed those of all rivals.

Official registration figures, with March 31 entries complete, prove that the Essex and the Super-Six have out-sold all other cars except the two lowest priced fours. Thus they excelled not only all six-cylinder makes but a number of strong and aggressive fours.

Out in Front

Ever since the new Essex has been available to the DeRoy organization, Detroit Hudson-Essex sales have stepped way out in front. January, February and March sales records have successively upheld this Hudson-Essex leadership. The DeRoy organization could have bettered its showing every one of these months if more cars could have been allotted it.

"In two price classes—\$500 apart—Hudson-Essex has values which cannot be matched," said Aaron DeRoy. "We have only to apply the rules of common-sense energetic salesmanship to put them in the position where they belong. Just have your prospects drive that new Essex."

"Detroit has recognized the new Essex as the most advanced car on the market, and the Essex Coach as a motoring bargain that cannot be rivalled. We have a list of Essex enthusiasts who are our most valuable sales agents. The sales come from everywhere—we have many automobile workers from all plants among our buyers. The better men know automobiles the better prospects they are for Hudson and Essex cars."

For as much of March as has yet been compiled, Hudson-Essex has a sales leadership in all Michigan. This leadership was gained in January and held through February—with the two low-priced fours excepted.

The Triangle & Topics will be glad to hear the detailed figures from the many other distributing centers which are matching this record.

Flat Rate Forms Now Ready for New Essex

NEW schedules of Flat Rate service charges, including operations on the Super-Six, the Essex Six and the old 'four' have been mailed to every distributor and dealer. These schedules are the first in which the Service Division has been able to offer correct estimates of time required on the new car.

Especially considering the new low prices for parts on both Hudson and Essex cars, these schedules give every Hudson-Essex organization in the field an opportunity to put into operation a service program which will both build friendships and bring in a profit.

Service Prices Known

It will be to every dealer's advantage to tell his owners and customers that he will give service on a standard, reasonable basis—with the prices known before the work is ordered. This selling point should always be accompanied with information on the exceptionally low prices at which Hudson and Essex parts are now available. These facts work into a well-rounded program which makes Hudson-Essex ownership doubly desirable.

It is hoped that the factory Service Division will be notified by many dealers of their acceptance of the whole program. This brings the two great Hudson-Essex advantages—Economy and Satisfaction—into every phase of the retail business. The plan anticipates too a legitimate profit to every dealer on every item of service work done.

Parts Stock Offered

There has been offered too three suggested stocks of parts—for \$350, for \$500 and for \$1,000. These stocks cover all recent Hudson and Essex models, including the old 'four', and are made up of parts which should afford a rapid turnover, consequently a good profit. They are lists of parts which are needed most frequently. This will avoid delay and disappointment to owners.

These stocks of parts have been sent to distributors. Dealers who wish to install them should get in touch with their distributors.

* * *

In Montana Mountains

A. F. McCune, Billings, Mont.: "You may be interested in knowing how the Essex Six performs in this mountain country. I have driven it nearly 2500 miles under the most severe conditions possible, snow, ice and rough roads, as well as ploughed fields and mountain peaks to an altitude of 10,000 feet and I find it the most remarkable performer I have ever driven. On a three hundred seventy-two mile run, I measured the gas accurately and made 22-2/3 miles to the gallon and used one quart of oil. This run was made on ordinary roads. So far, the car has not shown a weak spot that was due to defective material or workmanship. The writer is an engineer of twenty-five years experience."

Post Card Campaign Pulls in Prospects for the New Essex

ECONOMY FIRST!

*The Essex Six is the first SIX CYLINDER CLOSED car priced under \$1000,
and costs no more to purchase than most fours*

High gas mileage—Low cost of upkeep

Built by Hudson Under Hudson Patents

Orders are being delivered in the sequence
in which they are taken.

—o—

THE HENLEY-KIMBALL COMPANY

Coach \$975

F. O. B. Detroit

652 BEACON STREET, BOSTON, MASS.

Telephone Kenmore 4010

Touring \$850

F. O. B. Detroit

ONE OF the successful merchandising ideas for obtaining an immediate volume of Essex Six sales has been put into effect by the Henley-Kimball Co., Hudson-Essex distributors at Boston. This has been the circularizing of 20,000 low priced 'four' owners with a series of postcards.

The large list was considered necessary to start a big mass of buyers immediately to the Henley-Kimball showrooms. They are sent out in daily mailings which are figured to bring in about as many inquiries as can be handled economically. Each prospect on the list receives a card every week.

The Big Market

The plan is kept economical by using regular government cards with a simple message printed on the back. The advantage of the whole plan is that it strikes directly and positively at the mass of buyers who are the most logical buyers of the Essex Coach. Its operation has been a decided success. This plan can be put into effect by any distributor

or dealer with a minimum of expense and office detail. The text on a number of the Henley-Kimball cards is as follows:

No. 1—The new Essex Six makes transportation easy. Starts at the touch of the toe, steers easy, requires little parking space, has a new type gloss finish, tires cost only \$14.85, and has large gasoline mileage. You sit in the car not on top of it. A thirty minute ride will win you as it has won hundreds. Orders are being delivered in the sequence in which they are taken. Coach, \$975, F. O. B. Detroit. Touring, \$850, F. O. B. Detroit.

No. 2—The new Essex Coach is a Six. Built by Hudson under Hudson patents. Now gives the purchaser Hudson smoothness at minimum cost. A thirty minute ride will win you. Over 900 orders already taken. Next week we will mail you one of our New Essex Folders—Watch for it. Orders are being delivered in the sequence in which they are taken. Coach, \$975, F. O. B. Detroit. Touring, \$850, F. O. B. Detroit.

No. 3—You have always wanted a Six Cylinder Car. You can now purchase an Essex Six Cylinder with Hudson performance for \$975, F. O. B. Detroit. Vanadium Steel Springs, Compensated Motor, Easy Riding Qualities, Low Upkeep, Protected by Hudson Patents. Orders are being delivered in the sequence in which they are taken. Coach, \$975, F. O. B. Detroit. Touring, \$850, F. O. B. Detroit.

Praise Essex in Long Drive-Away

Mud Roads Cannot Stop Hudson-Frampton Outfit 'Best Essex Ever'

ONE OF the last dealer groups to visit the Factory—there will have been about 1100 individuals for the season—was a party of about 50 from the Hudson-Frampton territory in Illinois and Missouri. Twenty-one cars were driven back to the home territory.

"These cars performed beautifully all the way," writes Edward A. Higgins, wholesale manager for the Hudson-Frampton Motor Car Co. "We averaged more than 22 miles to the gallon, and we did not find it necessary even to put water in once during the entire trip.

"There is no argument about road clearance whatever. We went through the worst

tests on this score you can imagine on some of the southern Illinois mud roads. The results answered all objections real or imaginary. And results talk.

"These Sixes are better than any four cylinder Essex which Hudson ever built. They perform wonderfully under all conditions and we are all thoroughly sold on their merits and outstanding value.

"We're going at this selling season with all the confidence in the world that we have an all-around value in the Essex which cannot be matched."

The overland drive from Detroit to the St. Louis territory is always difficult in spring. The deep Indiana clay and loam roads soften up until it takes real power in the motor to pull a car through them. The distance too is in excess of 500 miles.

A RETAIL SALES TALK FOR THE ESSEX SIX

What Botterill Salesmen Say and Do to Make Prospects Buyers

WHETHER standardized sales talks are practical is a debatable question. They are surely valuable as suggestions. What follows is a standardized talk which salesmen for the Botterill organization used with outstanding success at the Denver show. Possibly it will fill your needs or at least give you a new idea.

SIX CYLINDERS BELOW \$1000

THIS is the new Essex Coach! It is the only five-passenger closed car in the Show, having six cylinders, under \$1,000.00, and is delivered to you at Denver, for only \$1,145.00. Our Essex production being over twice as great as last year, greater value at a lower price is possible.

HUDSON SIMILARITY

IT is built and designed by the Hudson Company, and of exactly the same quality throughout. In fact, in all the essential parts, such as transmission, rear axle, patented crank shaft, and so on, it is in reality a small Hudson.

CLOSED CAR DIFFERENTIAL

AS they have specialized in closed cars, they are able to give you the greatest value for your money. The Coach lists at only \$125.00 more than the touring car. In visiting the show you will find no other closed car that costs as little more than the touring car as this does. This is because Hudson invented the Coach type and builds it in great quantities. In fact, 85 per cent. of our entire production is in the Coach body. This compares with the average for all other cars of 30 per cent. closed cars.

You can see how nicely finished, and how practicably upholstered it is, in long wearing material, attractive nickel plated instruments, new one piece weatherproof windshield, etc. (Pointing out details of doors, enamel finish, etc., as circumstances permit.)

ECONOMY OF IDEAL TRANS- PORTATION

PRIMARILY, however, you get in the new Essex, common sense transportation. It costs but little to buy and little to run. The chief aim is to give you a car of *great* economy in oil, tires, and life.

PERFORMANCE QUALITY

YET to those things we have added a new quality of smooth, silent performance that is not found in cars anywhere near this price. It has an ease of steering, a comfort in riding, a smoothness, that is so different from anything else that we want you to see it for yourself.

RIDE

ATHIRTY minute ride will show you. What hour is most convenient for you? (Salesman taking out pencil and appointment card.)

THE HUDSON TRIANGLE



Vol. XII, No. 5

and
Essex Topics



April 15, 1934

The Coach

Only Hudson-Essex Has It—Drive Home That Fact

NINE million owners of open cars are driving around wishing that they had enclosed ones.

There is no other market today so rich and promising as this waiting opportunity to replace open cars. We haven't begun to scratch it.

In this field we have an inside track, based on unrivalled prices. This advantage we should pursue with all possible energy.

There is beginning **AT ONCE** a giant campaign toward that objective.

The largest national advertising campaign Hudson ever knew will spread the story. Big full-page advertisements in the larger cities will tell it. The regular advertising campaign for dealers will accentuate it. Distributors and dealers will be supplied with posters, stickers, streamers, etc.

One great requirement remains—**organized personal effort**. Start NOW. Don't wait.

Let every selling organization hold a meeting. Get everyone in on it. Let the big campaign be outlined, the big job explained. Let everyone realize that in the Coach Hudson-Essex has the one type of car with no competition.

Then let the drive start. Phone calls. Personal calls. **More** personal calls. Every employe tell ten people every day. Tell everyone who calls at the service station. Start the word-of-mouth campaign everywhere. The Coach means Hudson-Essex, and Hudson-Essex means the Coach. It is the united team work that will put this effort through.

This is the active selling season. Act NOW.

**CLOSED CAR COMFORTS
AT OPEN CAR COST**
More Than 125,000 in Service—Sales 3,000 a Week

**HUDSON
SUPER-SIX
COACH
\$1550**
Freight and Tax Extra



**ESSEX
SIX
COACH
\$975**
Freight and Tax Extra

**The Coach is Exclusive
to Hudson and Essex**
The Coach is a Hudson-Essex invention. No other type and no other car gives closed car comforts at open car cost.

**Help Drive
Home The Idea
of the Coaches**

The Evidence Detroit Gives
The Coach is a Hudson-Essex invention. No other type and no other car gives closed car comforts at open car cost.

**Hudson and Essex
Are of One Quality**
Both are the creations of the same engineers. They are built in the same shops by the same workmen under the same process. There is no difference in quality of material or workmanship.

It is the Car for Everyone
In two and one-half years the Coach has proved a maintenance and reliability never before associated with a closed car. In all service in every part of the world it stands the grade of ownership. It gives all the utility you get in

Hudson and Essex Are of One Quality
(Dealer's Name and Address)

IMPORTANT NOTICE TO BUYERS:
The remarkable value offered in the Hudson and Essex is limited by the availability of the cars. The cars are sold on a first-come, first-served basis. The cars are sold on a first-come, first-served basis. The cars are sold on a first-come, first-served basis.

**This Big Bertha
opens the
Battle**

Try This Campaign of ONE IDEA

THE public can easily catch and remember **ONE IDEA**. If two are presented neither is very clear.

On the One-Idea basis therefore is laid the current selling-advertising campaign for Hudson and Essex Coaches. We shall tell every motorist that Hudson has an entirely distinctive type of motor car, *an enclosed car at an open car price*. Then if the buyer wants that sort of car—and most do—he **MUST** come to Hudson-Essex.

That means volume business

Above is shown one of the full-page poster-type advertisements which will tell the Coach story in the nation's largest newspapers. There are many others. The ad shown is just one gun in a broadside.

(There are other cars than Coaches in the Hudson-Essex line, but generally speaking, they are so few that they will sell themselves. You may safely concentrate your efforts along the one line—the Coach.)

You are then advertising and selling a car which is wholly unlike anything which any of your competitors have. Even in the Ford there is a \$295 differential be-

tween the 4-5 passenger open car and the 4-5 passenger enclosed car.

In Car A, a big producer, the differential is \$350.

In Car B, another big one, the margin is \$400.

In Car C it is \$560. In Car D \$300. In Car E \$330. In Car F \$420. And so on—you know the story.

These cars are not hand-picked examples. They are typical of the companies who sell in the open car field at about the same or a lower price than Hudson-Essex. They are companies which in the past have sold enormous numbers of cars.

BUT—

Not one of these aggressive competitors can supply a car of the Coach type at anything like the Coach price. That is a Hudson-Essex monopoly.

So when you tie in with the advertising-selling Coach campaign, you are working the richest and least competitive field in the automobile business.

The Coach is **OUR OWN** product.

Put forth your best efforts **NOW**.

**Challenge Your
Competition
With the Coach**

Why Buy an Open Car

The Coach Costs So Little More

**HUDSON
SUPER-SIX
COACH
\$1550**

Freight and Tax Extra



**ESSEX
SIX
COACH
\$975**

Freight and Tax Extra

And the Coach is Exclusive

to Hudson and Essex

The Coach is a Hudson-Essex invention. No other type and no other car gives closed car comforts at open car cost.

The Coach costs but little more than the open models of other Hudson or Essex. The extra \$100 up, even on the lowest priced car, is from the fact that the Coach alone is the quality car within the reach of all. No wonder the Coach on Hudson and Essex is the world's largest selling six-cylinder closed car.

It is the Car for Everyone

In two and one-half years the Coach has proved a successful and reliable never before associated with a closed car. In all service in every part of the world it stands the pride of ownership. It gives all the utility you get in

The Evidence Detroit Gives

Leadership in Detroit is a far more important evidence than any other in the automobile industry. For some time Hudson and Essex have been recognized as the world's leaders in the production of closed cars. The Coach alone has been the most successful of these cars.

More than 100,000 Coach cars have been sold in the United States. This is a record for any one type of car. For these reasons Hudson and Essex are the only car makers in the world who can give you a closed car with the same utility and comfort as an open car.

The Coach alone is a car of what the world needs and has achieved a great deal of success in the world of Hudson and Essex. The Coach alone is the car that you can buy for you to buy.

Hudson and Essex Are of One Quality

(Dealer's Name and Address)

**Tell Everyone That
Only Hudson-Essex
Has the Coach**

Cars That Made Motor History

EVERY once in a while a new idea comes up in the automobile business which upsets everything and makes history. Old time Hudson dealers will remember for instance the Six-Forty.

At a time when a Six was distinctly a rich man's car, Hudson brought out the Six-Forty at a moderate price. It changed the whole trend of motor design. It made sixes popular. It gave Hudson dealers wonderful business.

A little later, when other engineers had come to the conclusion that the only way to get motoring smoothness was through a multiplicity of cylinders, Hudson brought out the Super-Six. That was an entirely new idea.

(It hasn't been bettered yet.)

But neither the Six-Forty nor the Super-Six was ever half the idea of the COACH. More and more we shall realize that the Coach *changed motoring habits from open to enclosed cars forever*. And the Coach is exclusively Hudson and Essex.

Therefore let us tell the Coach story aggressively. (Warm weather and the natural course of events will sell the few other types we have.) Our distinctive product is the Coach. Let us register that firmly in the public's mind.

Before Hudson-Essex brought out the Coach, 70 per cent. of output was open. The first year of the Coach, 60 per cent. of output was CLOSED.

This year, for the domestic market, more than *nine out of every ten* Hudson-Essex cars will be enclosed.

No other concern even remotely approaches that ratio.

The growth of the closed car idea has been far faster than we have realized. The Coach has been one of the BIG events in motor history, and is growing bigger every day. Its growth is based on value and usefulness.

This spring we must give the Coaches the sales push that will sell these *distinctive* cars in great volume and register with the public permanently the identity of Hudson-Essex and closed-car-comforts-at-open-car-costs.

There is every sound reason to get into this united drive of ALL Hudson-Essex forces—immediate business, good strategy, assured profits. *If we were with some other line, we'd know better how good the Coach is.*

The Coach means Hudson-Essex. Hudson-Essex means the Coach.

Make that your selling text. The campaign is on.

Try This Out on Your Prospect

What the Coach Means

THIS is the Coach. The Coach, you know, is the only enclosed car on the market at practically an open car price. It gives you protection from all outside discomforts in all seasons. And when you want lots of fresh air you can actually get more in the Coach than in an open car, and you can always regulate exactly just how much you want when you want it.

This Goes for Either Hudson or Essex

YOU need have no mechanical concerns whatever. The 'works' of this car are built by the Hudson Motor Car Co., and they stand full sponsor for whatever they produce. The axle and transmission are quiet, the car steers, drives and brakes very easily, and you have a wonderful six cylinder smoothness of performance. You can just forget mechanics, and think about your business or the pleasure of driving.

Naturally You Want an Enclosed Car

IF you have driven a motor car much you know for yourself the advantages of the enclosed models. In fact the only two disadvantages have been, first, in some cases a heaviness and unwieldiness, and second, excessive cost. The Coach avoids both these troubles. . . It doesn't seem reasonable, does it, that an enclosed car should cost several hundred dollars more than the open models on the same identical car? . . . For your money, you doubtless have felt that you would rather have a good, big open car than a small closed car with a limited performance. You no longer have to make that Hobson's choice. For in the Coach Hudson-Essex offers you a very high standard of performance at a price you are willing to pay—and all in an enclosed car.

This is Exclusive to Hudson-Essex

THIS arrangement is exclusive to Hudson-Essex. In the Hudson plan of things, enclosed cars are the big volume. Hence we can offer you a volume price. No other manufacturer than Hudson has such an arrangement. You can avoid paying a specialty price for an enclosed car only with Hudson and Essex. This is the car you want—at the right price.

The Coach is Built for Real Comfort

YOU will find this Coach staunchly and strongly built. The doors are wide. Windows are convenient and easily regulated. The car sets low for easy riding, but there is plenty of head-room. Upholstery as you can see is of very good character. One of the features you will like best is the roominess of the car everywhere. There is plenty of space both on the rear seat and behind the wheel. Won't you just sit in there yourself and see how comfortable and satisfactory the whole arrangement is?

THE HUDSON TRIANGLE



and
Essex Topics



Vol. XII, No. 6

May 1, 1924

You Limit Your Sales by the Prospects You IGNORE

IT IS just as serious a mistake to overshoot a target as it is to undershoot it.

It will cost any automobile distributor, dealer or salesman a good many dollars this spring to aim his selling efforts **OVER** the heads of the men and women who are the best possible market for the Essex Six.

Essex will sell in a quantity field which Hudson-Essex never knew before.

It will sell to men and women who have never thought of entering a Hudson-Essex salesroom. It will sell in volume to men who work with their hands during the day and who must be seen and sold evenings or Saturday afternoons or Sunday.

That is, it will sell to such prospects and in such volume **IF** these men and women are not **IGNORED** . . . **IF** your selling efforts aren't over their heads.

It is always easy to keep on seeing old friends in business and to put off the exertion and trouble of calling on men you do not know. It is easy too to do business with men whom you know personally and outside of business rather than with those who are in another walk of life.

But these tactics are expensive in selling the Essex Six. Every prospect you **IGNORE** costs money in present and future sales. The only way to consistent good business is to aim your selling straight at the man with \$975 and the ambition to own a motor car.

Tell your story to the man who has never had a car, or who has had only cars of low-priced classification. By no means **IGNORE** him.

He is the man who will give you volume sales on Essex.

WHAT WOULD YOU DO IF THE OTHER FELLOW HAD THE COACH?

Rivals All Sorry They Haven't The Coaches

ONE of the leading automobile retailers of Denver confided in me the other day: "If we only had those Coaches I wouldn't care if our factory built nothing else."

That is the opening sentence of a letter which A. S. Brodhead, Vice-President of Tom Botterill, Inc., of Denver, has just written to each of the Hudson-Essex dealers in his territory.

"Sometimes," Mr. Brodhead continued, "I think that we Hudson-Essex dealers take too much for granted. It isn't just luck or mere chance that we have the Coach. What Company has created the outstanding motor car types, has contributed most to genuine utility, and has filled a real need for the motorist?"

Pioneering Cars

"Look back at the first quality Sixes built in quantity: the first Sedan, in name or type; the first four-door Speedster; the first Coach, and now the first six cylinder five passenger closed car in the world under \$1000. It is the courage, leadership and vision of the Hudson Motor Car Company that brought about these advances.

"Each type was first questioned, competitors criticized it severely—perhaps even you doubted. But each has endured, each has served a need, each has made new opportunities for the wide-awake Hudson-Essex dealer.

It's Coach Time now

"Now it is May-time. It is Coach time. It is Hudson-Essex time. Isn't the Coach the nearest to rumble proof of any closed car built? Isn't it the only closed car at open car price? Hasn't it every basic advantage of the closed car? Isn't it strong, yet light? Where will you find anything like it for the money? It is something for you to tell the world about, something to shout from the house tops.

"Are you burning these Coach facts into your buyers like your competitor would if he had it?"

The Right Idea

Mr. Brodhead has struck the right idea. What would you think about the Coach, or do about the Coach if the other fellow had it?

The moral is that full pressure should be given to the campaign to register the Coach as an exclusive Hudson-Essex product—to talk, advertise and sell the Coach and the Coach idea.

It is our greatest opportunity for immediate and continued business.

Do You Drive the Essex Yourself?



EVERY Essex Six driven is an advertisement. It is for this reason that Hudson-Essex distributors, dealers and salesmen should be seen on the streets in a Six. One of the many Hudson-Essex men who follow this principle is Edward A. Higgins, wholesale man for the Hudson-Frampton organization of St. Louis.

Higgins fixed up an Essex Coach for the trips through his territory. There are neat but plainly visible signs on it front, sides and

rear. Every one in the communities where Higgins calls sees the car and knows at once that it is one of the new Essex Coaches. The fact that Higgins uses the car throughout his territory—good roads or bad—is proof sufficient that he knows it is fully reliable and pleasant to drive.

One of the primary rules of getting the Essex Six over with the public is the use of it by the men whom the public knows as the representatives of Hudson-Essex. When every member of a dealer organization drives a Six what an advantage that is!

COACH Wins Sales Leadership

IN many communities, and over extensive areas, Hudson-Essex sales this spring are leading those of any other six cylinder manufacturer and in some cases are actually exceeding the sales of any cars except the two lowest priced fours. Perhaps the largest and most conspicuous territory of this sort is Michigan, which makes more than 90 per cent. of all automobiles and which ought to know certainly what is what in automobile values. This state is divided into the four distributing centers of Detroit, Grand Rapids, Saginaw and Kalamazoo. In addition there are small territories tributary to South Bend and Toledo, which are likewise automobile towns.

Official registration figures show that for the first three months of the year, Hudson-Essex sales were not only the largest in the six cylinder field but also that they were excelled only by two low priced Michigan-made 'fours.'

'Way Out in the Lead

But conspicuous as is the Hudson-Essex record in Michigan it is matched in many other centers. In the following distributing centers, Hudson-Essex is the leading six cylinder line and in fourth place or better in the industry, for either the whole territory or the county in which the distributor is located:

Albany, Buffalo, Columbia, S. C., Cleveland, Chicago, Des Moines, Detroit, Evansville, Louisville, Miami, Providence, Rochester, Syracuse, St. Louis, Salina, Saginaw, Tampa, and Utica—all on the latest registration figures which are official and available. There are doubtless many others whose records are not as yet official. It is believed that if there are

any cases where a position of leadership has been lost since the compilation of these figures, they will be at least offset by others which meantime have gained a position of supremacy.

This list is not published so much to show individual accomplishment as it is to demonstrate that Hudson-Essex leadership is being consistently won all over the country—in big cities and small ones, North, South, East and West.

It all goes to show that in the Coach Hudson-Essex dealers and distributors have a car which does the best against the hottest competition. It is the car which the public is waiting to buy in volume, whenever the right sales appeal is made in the right manner.

From now right through the active selling season, Hudson-Essex will advertise and push the Coach more energetically than it ever has any other model in its history.

The Coach is our distinctive product. And Hudson-Essex is the only company with a distinctive product, which it is easy for the public to associate in its mind with the company behind it.

Tie into this advertising-selling Coach campaign, and reap the profits.

Little Rock Says Es-six Best of All Values

OWNERS of the Essex Six in Little Rock, Ark., are on record as saying that they have one of the finest cars on the market, and by all odds the greatest value in its price class, in voluntary letters which they have written without solicitation to the Little Rock Motor Car Co., Hudson-Essex distributors.

A letter to the Triangle from E. S. Currie, Secretary-Manager, contains the following comments:

Mrs. G. A. Kimberley: I am sure you will be pleased to know that I am delighted with my new Essex Coach. Have driven it constantly since the date of purchase and find that the car is all one could ask. The motor runs very quietly with little or no vibration. The gas and oil consumption is low compared with other cars, and it has splendid acceleration, making it safe and convenient to drive in the city and a good hill climber.

Jake Heiman: As an owner of an Essex Six, I take this opportunity to compliment you on the car. I am more than pleased in its action, flexibility and low cost of up-keep. This car has all the comforts, in my opinion, that any higher priced car has and I am a pleased customer.

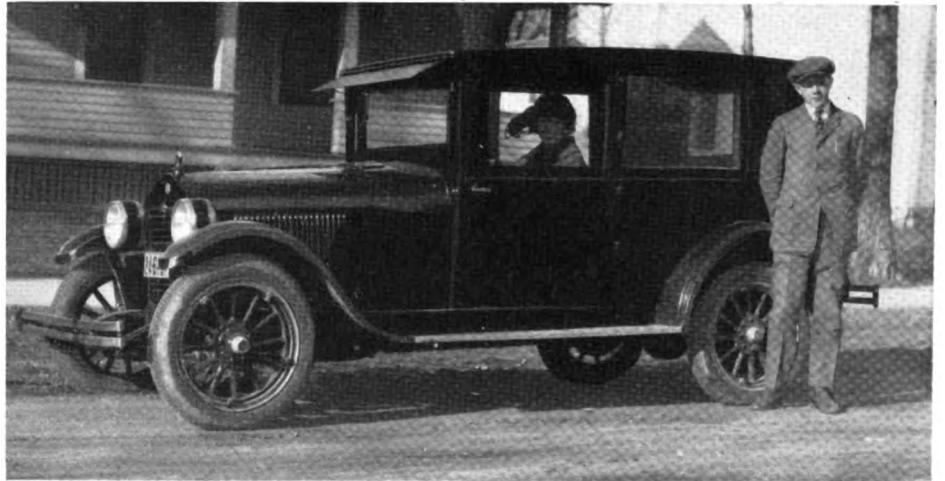
C. C. Rubenstein: The performance of the New Essex Six recently purchased has been all and more than expected. Mrs. Rubenstein finds driving a pleasure and by far the easiest car to control. Gas and oil consumption very low. The Coach model is roomy and comfortable. We have told our friends who are in the market for a car just as written here.

Mrs. E. W. Holman: The Essex Six which I bought from you in December 1923 is proving most satisfactory; it is quiet, easy riding and very easy to handle, and this means much to a woman. The gasoline mileage is excellent. I find the service department efficient and courteous. It will give me pleasure to speak a good word for the Essex any time.

Mrs. Lizzie Worthen Hirsch: For the past five years I have driven Essex cars. My new Six Cylinder Coach represents all the flexibility of performance of much larger cars and the riding quality is a true revelation. I may add that the Little Rock Motor Car Company's attitude in the way of service is bound to bring continued patronage.

A. L. Matthews, with Sanders & Ginocchio, Architects: The Essex Six Coach that I bought from you several months ago has more than proven its real value for I have not asked it to do anything but what it has done it readily and economically. I would gladly recommend the purchase of an Essex Six to any one.

First Car Buyers Now Good Market



THE effectiveness of teaching first-car prospective buyers—and there are a lot of them in the Essex Six market—to drive the make of car one is selling has long been well known. The New Essex Six can more readily be sold to first car buyers than any car anywhere near its price, and an astounding number of first car prospects may be found by systematic effort.

At Bennington, Vt., E. W. Williams, of The Bennington Garage Inc., conceived the idea of an employee especially engaged in teaching undecided first car prospects selected by the salesmen as worthy of the effort. Bob Holden, a high school boy whose parents

have owned an Essex and now own a Hudson was selected.

Bob is a quiet modest boy with a cool head, an even, pleasing disposition and no inclination to show off. He works with and for the salesmen, giving lessons to their selected first car prospects after school every day, Saturdays and sometimes Sundays. It is careful, thorough, tactful work.

The salesmen say that when Bob and his Essex Six Coach are done with a first car prospective buyer the money is as good as in the Bank. Bob's pupils, women or men, young or old, all feel that he and his Essex Six are two of the most likable objects they know.

Force Your Luck on The COACH

WITH the Hudson-Essex's largest campaign backing all efforts, salesmen will find it profitable this spring to swing into the habit of 'forcing their luck.' The registration figures of sales make it obvious and beyond denial that Hudson-Essex this spring is going along far faster than the industry as a whole. This means that the momentum of growth and success is with Hudson-Essex. If we were to know the 'inside' of how other concerns view Hudson-Essex success this spring, we should doubtless realize that it has brought a feeling of surprise and confusion in many quarters.

It is while conditions are this way that Hudson-Essex salesmen should strike out with their most determined efforts.

Tell Story of Coach

Without doubt the story to tell is the story of the Coach. It is the Coach that has brought Hudson to consistent and conspicuous success everywhere this year. It has been the Coach which has brought commissions and profits while the sales forces for other lines were doing little business.

It is the Coach too around which the whole advertising program is laid.

If every distributor, dealer and salesman will concentrate upon the advantages of the Coach—closed car comforts at open car cost, *EXCLUSIVE* to Hudson and Essex—we shall all be one united team branding the message into the public's mind that will bring us our biggest business.

When we talk of the mechanical superiorities of our cars, whatever they may be, we always find that the other fellow can find just as many talking points about his automobile as we can about ours. But when we talk Coach we are in a position where there's mighty little to be said on the other side.

Intensive and determined efforts along the line of Coach selling, rather than Essex selling or Hudson selling, will bring the biggest and surest results. It will register too Hudson-Essex as the enclosed car specialist of the industry.

Everyone in the Effort

For these reasons, let every organization advertise, talk and sell the Coach. Let every man and woman, in whatever capacity on the payroll, help spread the story.

That is easy, because we haven't merely a story of another motor car, but rather of an entirely new and unique development in the industry.

The Coach—think it, talk it, push it, sell it.

It is the one best bet in the 1924 motor car field, and we've got it!

Kansas City Tells Why New Essex is a Winner

GETTING a true test of sentiment on a motor car is always a difficult task. On the one hand is information from an owner who possibly has a future favor in mind—and how wonderful his car is! Contrarywise, there is the owner who frequents the service station on the slightest pretext and whose talk is rarely anything except pessimistic.

There is the constant danger that sentiment will develop solely on reports from the service department, without the sweetening influence of the many wholly satisfied owners.

The Hudson-Brace organization of Kansas City went after all the facts in a manner which avoided these faulty sources of information. One of the men in its organization took a list of Essex owners at random and began calling them on the 'phone, representing himself as a man trying to decide whether to buy an Essex or some other car in its price class.

A report of the replies he received has been made public as follows by the Hudson-Brace organization:

Wm. L. Butler, 5118 Main St.: Thinks it is the greatest little car he ever drove. Has driven everything from Packard to flivvers. Gets about 19 miles to the gallon on gasoline.

A. E. Butterworth, 3926 College: Has driven 1400 miles. Says car is fine—plenty of power and very satisfactory.

Sidney M. Cooke, 914 Walnut Street: Likes Essex Six better than 4-cylinder. Gets from 18 to 20 miles per gallon. Plenty of power. Requires no attention.

Cora B. Dedrick, Unity Inn: Likes car fine—the way it rides and handles. Plenty of power.

R. L. Dryer, 126 So. Chelsea: Delighted with car in every way.

J. L. Freeland, 3525 Harrison Blvd.: Likes 6-cylinder better than 4-cylinder they have been driving.

P. A. McKenna, 3341 Baltimore Ave.: Likes car very much—its pep, easy riding and handling. Plenty of power.

Dr. E. L. Mathias, 1833 Pendleton: Likes even better than 4-cylinder—runs quieter and easier to handle.

Geo. L. Moore, Kansas City Star: Thinks it a wonderful car—easy riding. About 20 miles to gallon.

Hulda Simms, Columbia National Bank: Delighted with riding and handling ease.

J. C. Wingert, 409 Fidelity Trust Bldg.: Delighted with car, easy riding and handling. Perfect little car.

The few complaints received were all immediately adjusted to the satisfaction of the owners. As Kansas City is a community "all hills" it takes a car of real power and stamina to win the approval of owners there.

Puts the Coach on his All-American



JOHN F. Meehan, who coaches at Syracuse University every fall one of the real football teams of the country, has purchased an Essex Coach and is using it both for everyday driving and long tours. Meehan likes the same qualities in a car that he does in a

player—useful power, speed, endurance and reliability. He wants players and motor cars that can stand hard knocks. He tells Frank Revoir, distributor there, that his Essex Coach is an All-American. A lot of dealers were after Meehan's order but Revoir got the business.

Fine New Home for E. V. Stratton

ONE of the practical as well as attractive Hudson-Essex establishments in the country is under way for the E. V. Stratton Motors Co., Inc., of Albany, N. Y. A good deal of careful study has been given the building from every angle. There has been a determined effort to provide convenience and fine appearance and yet to avoid a burdensome overhead.

The first plans were for a structure, chiefly for service, to be built on inexpensive real estate. It was found however, according to Mr. Stratton, that this would make it difficult to get the whole establishment under one roof, so this plan was abandoned and a piece of very well located real estate obtained. This is on a principal traffic street, just a block from the state Capitol and across from one of the city's best clubs.

Financing the Project

"That meant," said Mr. Stratton, "that we should have to obtain a rental income from the building. We looked into the office-rental situation, found there was an excellent demand, and we now estimate that we shall be able to obtain a gross rental income of from \$40,000 to \$50,000 on the building.

"All the floor space above the salesroom will be rented, and one rental floor extends for the full-block depth of the building.

"At the front of the structure on Washington Avenue will be the salesroom, with the ample measurements of 75 x 54 feet. Back of the salesroom up a comfortable and attractive stairway, four and a half feet above the salesroom level, will be our own offices on the east, sales desks along the mezzanine rail-

ing, and opposite our own offices our used car show room.

"At the rear entrance there will be a waiting room for those receiving hurry-up service, combined with an accessory store. Immediately adjacent will be the service offices. Further back in the building will be the regular service shop. Storage space for new cars is up stairs.

Not only are the needs of the sales and service departments thus cared for, but provision has been made throughout for the convenience and comfort of the employees. There are a lunch room, showers and ample locker space. The whole establishment is described by Albany newspapers as an establishment of the finest character.

★ ★ ★

Its Riding Comfort

From Abbott M. Smith, of New Bedford, Mass., to Robert W. Powers, Hudson-Essex distributor: "There is really nothing I can say that will do the Essex Six justice. I can ride along at 35 miles an hour with entire comfort. I have had two of the Essex 'fours' but this is vastly superior. In my opinion it is the greatest bargain on the market. Any time you want a good recommendation call on me."

THE HUDSON TRIANGLE

and
Essex Topics



Vol. XII, No. 7



July 1, 1924

Right Out In Front



RESULTS are coming in on the new cars. The first twelve days' sale in Detroit, on official registrations, were as follows:

Hudson-Essex, 183; a four-cylinder car, 158; a new line of sixes, 115; a line of sixes, 109; a four-six line, 104; a dual line of fours, 75.

Thus, except for the two lowest price fours Hudson-Essex was away out in front. There were rival showings, widely advertised and heralded, and other most energetic sales drives. But the public took a look, and a demonstration, and then fairly flocked to Hudson and Essex. The same general results are occurring elsewhere. Of course, there's a reason, which is this--

Every distributor, dealer and salesman with whom we have talked tells us that now we have the finest line of cars in Hudson history. It should mean bigger business, bigger profits, bigger sales commissions to all.

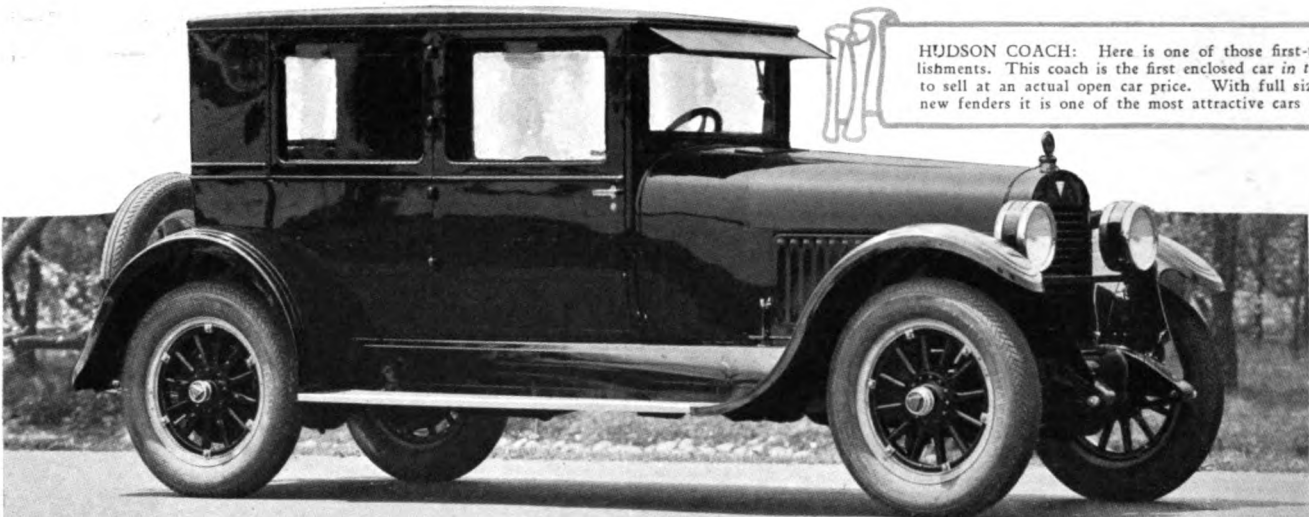
The task in selling these cars is primarily to get enough people to see them and drive them. They are attractive at first sight. Their performance backs up this good looks. On full size balloon tires they ride with an ease that is truly amazing.

Most important of all is their outstanding value, with all closed car comforts at open car costs. That is our EXCLUSIVE advantage; *bear down hard on it.* Don't be diverted by side issues.

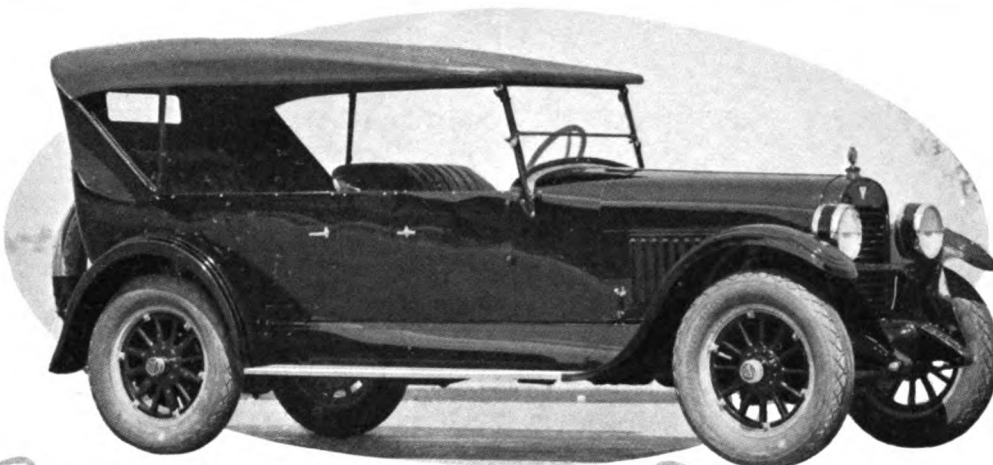
The cars, the market, the opportunities of profit for all are here. Let us spread the good news, keep the advantage and leadership we have won and now hold, and press through all competition to better business with its just rewards. Now is the time to drive home our advantage.

OUR MARKET IS TO REPLACE NINE MILLION OPEN CARS WITH CLOSED ONES

HERE ARE THE MOTOR CARS WHICH WILL



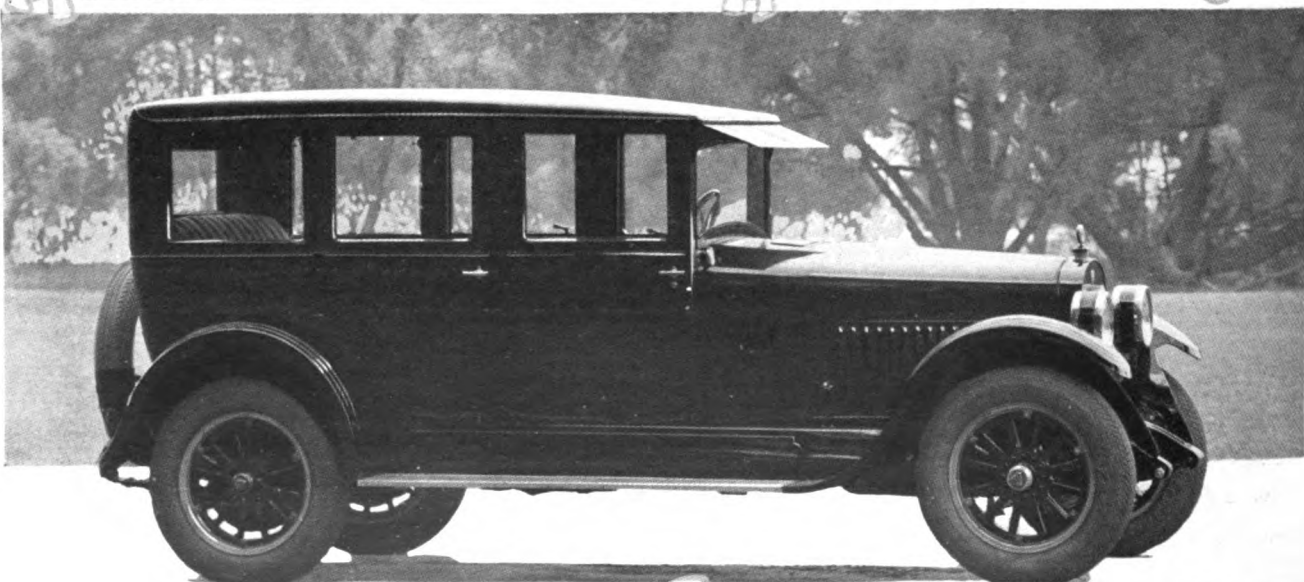
HUDSON COACH: Here is one of those first-time-in-history accomplishments. This coach is the first enclosed car in the history of motordom to sell at an actual open car price. With full size balloon tires and the new fenders it is one of the most attractive cars to be seen on the road.



HUDSON PHAETON: This remarkable 7-passenger phaeton is a comfortable, handsome car highly suitable for those who enjoy touring and wish to accommodate fairly large parties. The generous lines afford ample room to all. This is one of the outstanding open-car values on the market.



ESSEX TOURING: Coming car, plus its full size at \$900. This Essex has unexpected at so reasonable.

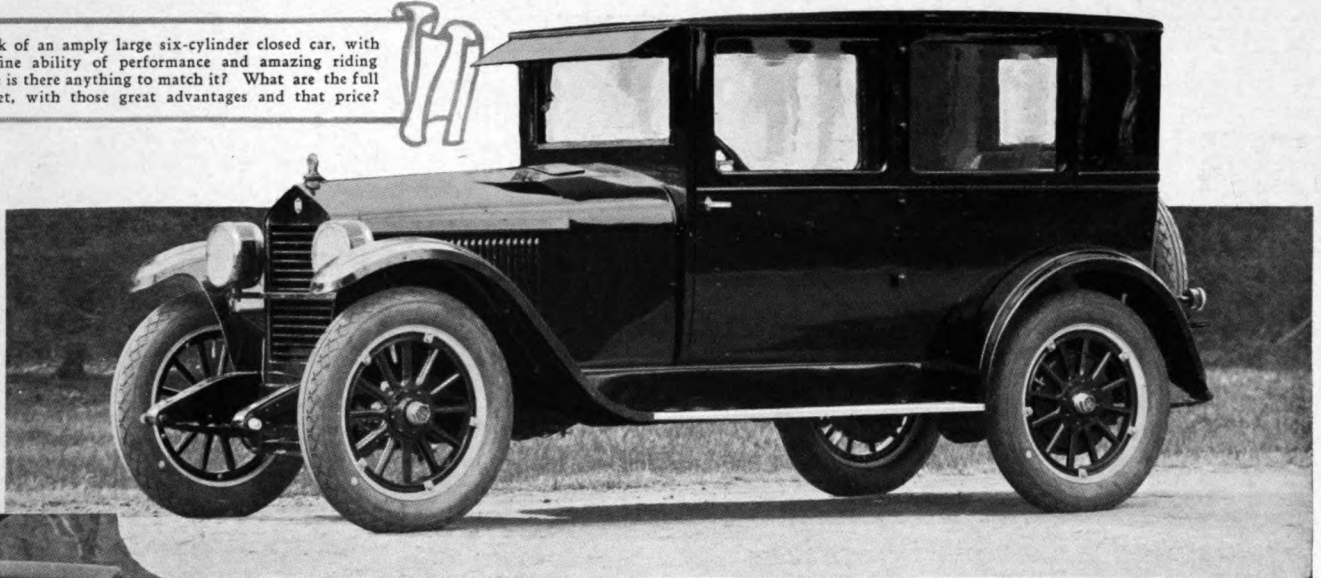


FIVE-PASSENGER SEDAN: This fine and luxurious enclosed car is considered one of the most beautiful and impressive Hudsons ever built. Full size balloon tires and larger fenders set off its lines effectively. Upholstery and all finishings are of the very best quality available.

THE HUDSON TRIANGLE AND ESSEX TOPICS

CARRY YOU TO THE FOREFRONT THIS YEAR

ESSEX COACH: Think of an amply large six-cylinder closed car, with full size balloon tires, fine ability of performance and amazing riding ease—at \$1,000! Where is there anything to match it? What are the full possibilities of its market, with those great advantages and that price?



...ful lines of the Essex Six tour-
...th other motor cars which sell
...wer, and all-around value quite
...ops are individually tailored.



HUDSON SPEEDSTER: Enhanced in beauty and value by full size balloon tires, the speedster continues one of the most handsome and desirable of open cars. The Super-Six motor with its smooth flow of power is just right for this car. Who has finer open car values?



SEVEN-PASSENGER SEDAN: For its full quota of passengers this remarkable and beautiful sedan has generous seating room. The whole interior is fitted and appointed to give exceptional comfort and luxury. This is in all respects a quality car for those desirous of the very best.

WE HAVE *Everything*—NOW IT'S UP TO US

Right Values and Right Market Offer New Opportunities

By HARRY G. MOOCK, Sales Manager



WHAT shall we do to sell these new cars of ours—the finest line, we all believe, in Hudson's whole history.

We say the finest line because there is available an amply wide variety and because every one of them is a good salable automobile for the men who will really try to sell them.

In our opinion the best method of selling will be a thorough and energetic campaign to *have the maximum number of motorists see the cars and drive them*. Where the right kind of advertising and selling campaign is conducted to bring the people to a point where they can see the cars, it will be unnecessary and undesirable to go into details of construction.

A Natural Step Ahead

It will be best to present them as a natural development in Hudson-Essex progress, and to continue with the same general sales reasons which have brought Hudson-Essex to the front this year. *Do not emphasize newness*.

When you present them as cars which are sponsored by Hudson and which are backed and served by one of the strongest distributor-and-dealer organizations in the field, you will not find it necessary to explain why this or that mechanical method has been adopted. The public will not care for methods, but only for results and reliable sponsors.

To See Them is to Want Them

In appearance the cars speak for themselves. They are desirable at a first glance. Just to see them is to want them.

By this time you well know that their performing ability and their unmatched ease and comfort of riding are such as to back their appearance and to make their possession doubly desirable. The Hudson service policy and its long record permit you to give definite assurances that the cars will stand the gaff.

Let your prospects see the car — let them drive it—then ask them to buy.

Let us emphasize and re-emphasize our exclusive advantage of *the enclosed car at the open car price*. We have talked this point so long and have told it in print so many hundred times that to us it may seem an old story. But -

Nine times out of ten it is the big reason that we have the buyer's attention. It is the ONE big advantage which we have, which nobody else has, and which nobody else can explain away. There may be many differences of opinion as to what performance results are wanted, or what engineering principles are best, but there can be none as to whether an enclosed car is better than an open one at the same price.

On that issue you can hold the prospect's attention and win his business. '*Closed car comforts at open car prices*' is the best and strongest single selling issue which any selling organization ever had placed at its service.

Full Size Balloons

We now have on both Hudson and Essex *full-sized* balloon tires. One ride in the car will show any prospect what that means. There are balloon tires and other balloon tires, but one ride will demonstrate to your prospect that the full size type used on Hudson and Essex cars are 100 per cent. satisfactory.

Think what Essex Six comfort, with balloon tires, an ably performing and amazingly easy riding six-cylinder enclosed car at \$1,000 will mean in volume sales.

Think of the Super-Six coach, with its appearance, its chassis value, and its reputation, selling at a mighty reasonable open car price.

Don't Let Opportunity Pass

Think of the sedans and the open cars, far above the average values offered, even if Hudson-Essex did not have the coaches at all.

Think these things over, and you will realize what marvelous possibilities we have ahead. Past achievements are no longer at all the measure of what we can do, or the rewards we may win. We have everything to offer—let us take opportunity while it is here.

THE HUDSON TRIANGLE



Vol. XII, No. 9

and Essex Topics



Sept. 1, 1934

Vol. 12 No. 8 - Not Available

Your Essex Coach:

- 1 *Is much more than an enclosed car at an open car price.* It is a smooth, vibrationless, six cylinder automobile of unrivalled chassis value. The comfort and roadability of the Essex are unsurpassed. It has endurance, pick-up, performance and economy of operation and upkeep.
- 2 The smoothness and quietness of operation signify a high mechanical excellence. The lack of vibration foretells a long life. It is not tiring to drive an Essex; it handles and rides with an amazing ease. What other car on the road, price regardless, can excell the Essex in this respect?
- 3 The Six will do anything that the famous Essex Four would do, and do it better. It will cover a drive of 100 miles in mixed city and country traffic in better time and with much less effort. *Try this yourself.*
- 4 The balloon tired Coach is beyond question the finest appearing Essex ever built. It is one of the trimmest and best proportioned cars on the street. This fine appearance is enhanced with a beautiful, durable finish and genuine balloon tires. The Essex is complimented every where on its beauty.
- 5 The interior is much roomier than many high priced coupes or broughams. It is entered through wide comfortable doors and furnished with fine large windows. Upholstery is attractive and long-wearing. The seats are comfortable. There is real luxury in a ride in an Essex.
- 6 Yet all these advantages, and others, are offered at a price which makes volume sales possible and certain if the right effort is applied in the right places. *There is no direct competition whatever with the Essex Coach.* To sell it we need not merely repeat the messages of other organizations or play the other fellow's game; we have an exclusive story and a product with more advantages than we generally use. Salesmen and dealers who go thoroughly and deeply into Essex Coach advantages will find an ample reward, *for it has every quality for prompt and immediate sales.* The active fall selling time is here; let's make this season fully productive of larger and more profitable business.

With Autumn Here The Season is Working for the Essex Coach

Sales Tips That Will Help The Retailer



Essex Four Owners as Prospects

ESSEX FOUR owners will be found excellent prospects for the balloon tired Six. Its performance will win them. We shall soon be prepared to offer all dealers a circular in which a former Essex Four owner tells why the present Six is better than his old four.

Dealers should have lists of four owners ready to circularize, and salesmen should be ready to follow this mail matter with a personal drive. We shall have newspaper publicity, too, which will appeal directly to the four owner. Let's have real team work all around on this effort.

The former four owner who now has a balloon tired Six says in the circular: "My Six will do everything my four would, and do it better"—and more of the same sort—all convincing and all entirely truthful. He shows how to keep the four owner in the family.

Demonstrate the Six to four owners. Circularize them all—induce them to drive the Six. When a four owner once rides in one of the balloon tired cars he will realize that the time has come for him to shift. Here is a definite field for a special effort.



What is Your Batting Average

?

A SALESMAN'S batting average may be figured on how often he succeeds in closing a deal once the prospect has asked an appraisal of his old car. The prospect already has had Hudson-Essex advantages drawn to his attention. Making him see our product so that he wants it, and wants it bad, is salesmanship.

Let us say that a salesman who closes one of three such deals is a .300 hitter; two of five, a .400 man, a star; one of four, a mediocre .250 hitter. Those averages naturally change in different organizations.

When you get a prospect to the appraisal point, see if you can't boost your average by an extra hit. Why not prize your average as highly as a star ball-player does his?

OFTEN a prospect will come into a salesman's mind practically made up to buy a car. One definite reason has appealed to him, and after disclosing what has interested him more than some others. If he has had Coach in mind, liked balloon tires and be switched to quick.

Instead of adding to the fire of his first prospect, the salesman will figuratively walk over the fire.

It may be just as good a fire in its own right, but it doesn't kindle hotter still the fire of the buyer.

Talk what the prospect talks—and let him know. It's much easier, quicker and surer to sell him.

How You Can Sell the

FIRST—Follow through on every Essex prospect. They are delighted with their new cars. You will find them telling their friends. In practically every case they will buy their new car. These friends are the best prospects. Keep them closely in touch with your owners, after that you can sell.

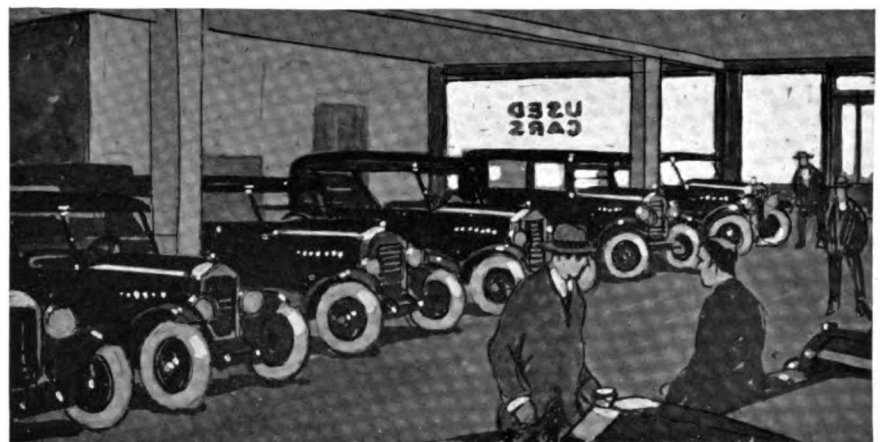
SECOND—Go into the fields where Essex buyers are. Get the heads of the Essex buyers. Get right down to work. Sell themselves with low-priced fours. These prospects are the best.

THIRD—Talk about the Coach wherever you go. Even a little group. You can show your Coach. Let him see you, take him over some rough pavement; let him see.

FOURTH—Spend a day riding in cars where you can. Open cars in this class compare in comfort, performance, and full value offered in the closed six cylinder Essex.

FIFTH—Ride in your own Essex Coach. See what closed car comforts it affords at the price the motor is. Sell yourself on Essex until you can sell.

Of The Essex Six On a Consistent Basis



or get in touch with a salesman with his
He has almost sold himself because some
when he starts to talk to the salesman—even
taken off his own pet subject and switched to
is switched to a chassis feature. He may have
economy.

n. and reassuring him on the details of this fea-
part of the salesroom and start his own little

The trouble is that it is a different one. It
It lets his enthusiasm die down.

ect talk. Confirm him in his own thoughts.
ay.

Essex Six in Large Volume

er you sell. You will find them 100 per cent
y are themselves showing off its good qualities to
ted from two or three to a half-dozen friends in
imaginable. So, for 30 days, especially, keep
business acquaintances.

ts are. We all have a tendency to shoot above
e men and women who ordinarily have contented
present in every city in great numbers.

o. It is surprising how talk will spread from
well as talk it. If you have a friend riding with
pressed with the wonderful ease of Essex riding.
the same price class as Essex. See whether even
ase of riding. You'll get a new idea of the wonder-
a list price of \$1000.

to recognize personally how amazing a value it
easily it rides and steers; how quiet and smooth
usiastic. Then you can better sell others.

Prove Open Car Depreciation

THE used car quarters of almost any distributor and dealer can be used by salesmen in stimulating business on the Essex Coach, working around the closed car idea. Showing the prospect the stocks of used open and closed cars the salesman may say:

"This used car market is the most natural one in the world. The public places the price on these cars—they have no other value except what the public will pay. Now, you will find that the open cars take a much heavier depreciation in value than the closed ones. That is to say, your open car driver not only has to put up with open car limitations while he rides, but he also has to absorb a heavy loss when he comes to trade in.

"If you are considering a car now, you must figure what it will be worth when you want to exchange it. You will find every factor favoring the closed car—sold at the right price. Buy an Essex Coach and you get low first cost, all-weather comforts, and a good trade-in price when you decide to change. You can't beat that."



..... You Drive This Essex

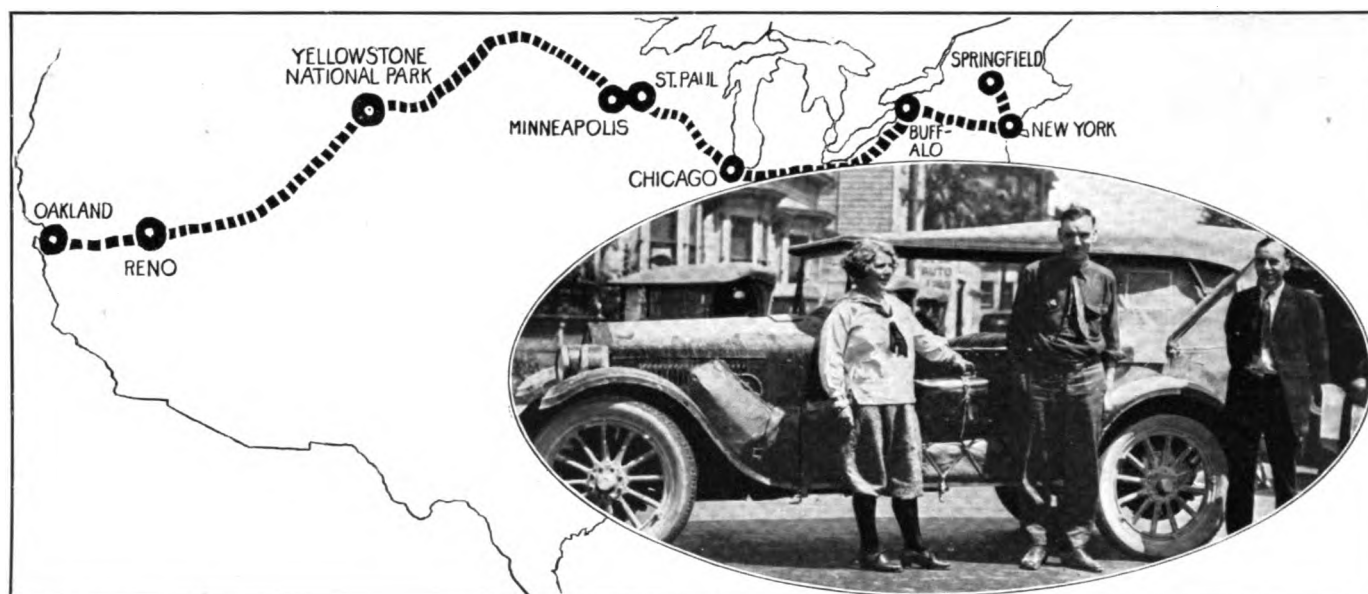
ONE big distributor has stimulated a demand for the Essex Six by a plan which induces many Essex Four owners to demonstrate the new balloon tired Six for themselves.

He has turned over a number of Essex Sixes to his service department. When a four owner drives in for service, the service department makes it a point to see that he drives the Six for a half-day while his four is being cared for. It is done as an accommodation.

The ride usually brings the results. The four owner is surprised to find that the Six is an even better car than his prized four. He realizes, too, that the Six is such a success that his four is surely a matter of history and that the time to trade is now. This self-demonstration is the most convincing of all, because the owner does not attribute the good operating results to a skilled demonstration driver.

In fact he sells himself and has all the delights of making a discovery of his own.

Family Takes Transcontinental Trip in Essex Six



In an Essex Six the Dodd's family took the transcontinental trip shown in the sketch above in marked economy and comfort. They are shown as they arrived in Oakland.

NEGOTIATING the transcontinental trip from Springfield, Mass., to Oakland, Cal., over roads of every description on a total mileage of 4,126, Mr. and Mrs. David Dodd and son arrived recently in Oakland in an Essex Six touring car with some unusual gasoline, oil, and tire mileages, as well as a fine record of comfort on the road.

The Dodd's purchased the car from the Arrow Company, Hudson-Essex dealers, of Springfield, and immediately proceeded to break it in by taking the high road to California. The car was loaded to the guards with baggage.

"We arrived in Oakland 24 days after our start from Springfield," said Dodd, in talking over the trip with E. A. Hamlin, general manager of Hamlin & Wichman, Hudson-Essex dealers at Oakland. "This took us over some rough and difficult stretches and yet gave us three whole days for sightseeing at Yellowstone National Park.

Seeing the Nation

"Our route carried us from Springfield to New York; across New York state to Buffalo, and then on a side trip to Niagara Falls. From Buffalo we journeyed to Chicago, taking the highways which skirted the lakes. There was paved highway all of the distance so far, and from Chicago to St. Paul and Minneapolis, but from there west we struck some of the worst going that exists in the whole United States.

"Travelling over the Dakotas and Montana, we came down on Yellowstone after putting our car to the most rigid test, we believe, that any Essex Six to date has gone through. The car showed the stamina of a much larger, higher-priced model. We have had several larger automobiles before and so know how to judge values.

"My son, who drove the Essex all the way from Springfield, is enthusiastic about the performance.

"From Yellowstone we threaded the Nevada desert, through chuckholes and sand-pits in the road and finally came out at Reno where clear going again presented itself, much to our joy. It was at this stage of the trip that we agreed that Californians certainly know how to build roads, because

the combined mileage of cement road for the last 16 days of progress was 200, and much of this was traversed after arriving in California."

Dodd and his family will take up their residence in Oakland.

Enjoy 9,000 Mile Tour in Essex Six

NINE thousand miles in an Essex, over all kinds of roads and trails, was the trip taken recently by T. G. Dowe, of Montgomery, Ala., and his two sisters. The route ran from Montgomery to San Diego, thence northerly along the Pacific Coast to British Columbia, and finally homeward through a northern route.

Full two thousand of the 9,000 miles were in mountainous country. Much of the rest was along desert trails. Temperatures as high as 120 degrees were reached. All in the party were amateur drivers.

Yet the car ran perfectly all the way, made an average of 235 miles a day on the roads, and returned to Montgomery with the members of the party enthusiastic over its abilities. Some of the interesting averages were: 132.1 miles per quart of oil; 20.4 miles per gallon of gasoline; and a total operating and repair costs of 2.7 cents a mile.

Right Through the Mud

"One striking instance of the staying powers of the car was experienced in Missouri," said Mr. Dowe. "We were warned to remain in St. Louis during a heavy rain, the automobile club reporting that the roads would prove impassable. We did not hesitate, however, and the Essex went through the slippery mud, being stuck at only one point and at this particularly place it would be impossible for any car to pass.

"The first point of particular interest visited was Pike's Peak where we rode sixty

miles over the mountain and through the Garden of the Gods. The Great Salt Lake proved of interest. Through this country we experienced fifteen days of snow and ice, the snow at times hardening into ice on the top of the car.

"Particularly hard driving was experienced after leaving Frisco. Yet going up and down hills for hours on end the Essex did not become overheated even through this trying ordeal."

The equivalent of five passengers including baggage was carried throughout the entire trip. Every member of the party gained weight during the tour.

Praise For Essex

THE ARGUS, of Capetown, South Africa, has this to say about the Essex:

"On the road the impression created was that of a Hudson. The engine has the same smoothness, the same distinct hum. Hudson patents are involved in the design, and the engine is practically a smaller Hudson, which is one of the best from the land of freedom. The car is low hung, closely following European practice and its low center of gravity is most marked. I have driven most cars that find their way to South Africa, but I have never before touched any steering wheel which approached the delightful ease of this Essex. In other words, it is a high grade design on the most scientific lines."

THE HUDSON TRIANGLE

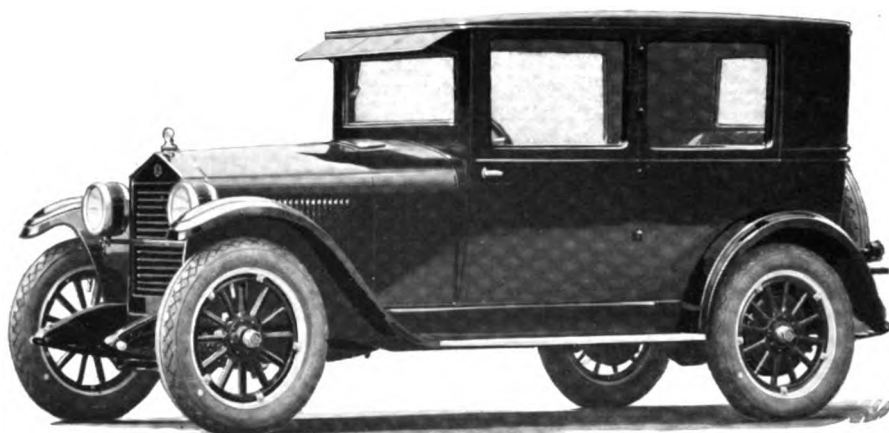
and
Essex Topics



Vol. XII, No. 10



Oct. 1, 1924



This Is Your Best Essex Salesman



HAT is said without the slightest reflection upon the host of efficient men who make their bread and butter by selling the Essex.

A meritorious product is always its own best champion.

Around each of the many thousands of our Essex cars will be found a little circle of the owner's friends who are interested in it. They have heard the owner say it is the finest riding car and best value on the market. It will do things no other car ever did for him.

The wise salesman will keep in particularly close contact for 30 days with every Essex Six owner he sells. In those first 30 days of ownership the owner will be talking to all his friends about the car. The women of the families will talk of it. The owner will ask his friends to ride.

That ride is the finest demonstration and sales stunt for YOU that could be devised. Nothing that a salesman can do will ever be so unquestionably accepted and believed. If you keep in touch with the men you have sold you can learn these friends' names and get their business. There is your star source of prospects.

Essex has had a wonderful year already in 1924, but from now on the tide will swing all the more strongly to it. *Every Essex on the street is a star salesman.* It is the best friend of all men engaged in selling the product.

Those who watch sales say that each Essex sale results in a new little circle of Essex owners, all sold by the first owner's enthusiasm, followed by efficient and wide-awake salesmanship.

DEMONSTRATE the Essex. Follow your buyers and canvass their friends. DEMONSTRATE the Essex to them. The possibilities of the Essex market rest upon our closely following the thousands of satisfied owners we have now and DEMONSTRATING the car whenever and wherever we can.

Every Essex Will Sell Another

Es-six Receives Plaudits From 'Four' Owners

THREE former Essex-4 owners, who now drive Es-sixes, have written of the great satisfaction which they obtain from their new cars. These letters are being used by the Wabash Valley Motor Co., which received them, as an important factor in their sales efforts. The letters are as follows:

Owned Three Essex Cars

"It is with a great deal of satisfaction I express my appreciation of the wonderful service I have obtained from three Essex cars, the present one an Essex Six Coach.

"I use my car under the most trying road conditions in my capacity as salesman with Armour & Co., covering Warrick, Dubois, Perry, and Spencer counties, and I am absolutely satisfied with the Essex Six and do not hesitate to recommend it, because of its moderate cost, and because it gives you the qualities and performance that are to be had only in a high priced car.

"To show you how much I think of my Essex Six Coach, upon my recommendation, Mr. Gerber, your dealer at Boonville, sold one of my customers at Cannelton. It is needless to say that I will sell two or three more Essex for you before the end of this year." (Signed B. H. Riepe.)

Best Car Ever Owned

"As a matter of simple justice to the Essex and to you as the selling agents, I feel constrained to make a few remarks of commendation to you both.

"I have driven several other makes of cars, and as you know, I bought my first Essex in 1919. Since that time I have owned three Essex cars. At present I am driving an Essex Six, and I think it is the best car I have ever owned. It rides easy, handles nice, and has more power and performs better on a hill than any of my previous cars.

"I am better pleased with my third Essex than with the first, and as long as I drive a car, it will be the Essex and you will sell it to me, for I believe you have the interest of your patrons closer to your heart than any agency in Evansville." (Signed Thos. J. Boluss.)

Here is a Booster

"As you know, I am driving my second Essex, the first one being the four-cylinder job which I traded for the new Six. Both of these cars were bought without so much as a demonstration. If you are interested in knowing why I did not ask to be shown, will say that I have seen so many Essex owners who are thoroughly familiar with all makes of automobiles that I risked their judgment instead of my own, and I have found that to be an Essex OWNER is to be an Essex BOOSTER.

"When you have a car that gives you twenty-three miles to the gallon of gas, uses such a small quantity of oil that it is scarcely worth mentioning, climbs nearly any hill in high and handles with an ease hardly imaginable--what more could you possibly ask?" (Signed Wm. H. Sandefur.)

Literature Rack is Offered

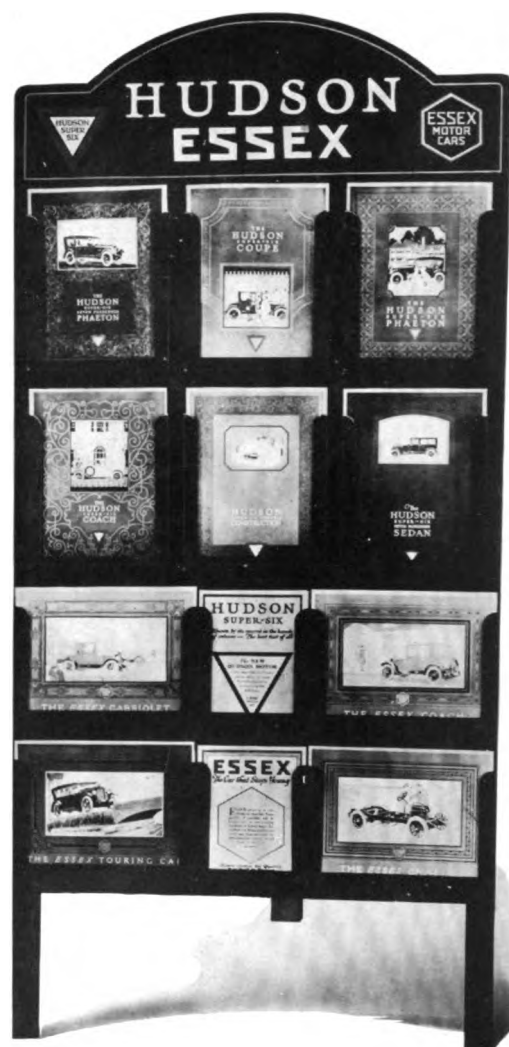
VOLUME PRICE MADE FOR HUDSON-ESSEX DEALERS

ONE of the pieces of furniture which every Hudson-Essex dealer ought to have for his own sake is the Standard Literature Rack. Because of an arrangement between Hudson and the manufacturer of this rack, the price is on a volume basis, and is exceptionally favorable.

The rack is 56 inches high and 27 wide. It is all-steel, finished in attractive dark blue paint with gold lettering and trademarks. The rack will prevent the wastage of literature, and is in addition a handsome bit of furniture for the sales headquarters.

This will be sent, freight prepaid, to any Hudson-Essex dealer in the United States for \$8.00. Simply send your check to the Hudson Motor Car Co., and all details will be cared for. Shipments will be prompt.

You will be pleased that the volume orders of Hudson dealers makes it possible for you to obtain this rack at this price.



Hard Run Proves Essex Stamina

A PHENOMENAL cross-country run in an Essex Six Coach—a trip that took the driver from Utah to Indiana in 48 hours—has been made by L. L. Hains of Ogden, Utah. In some respects this run excelled even that of the famous transcontinental dash of the Essex four several years ago, in that it was unplanned for and was the achievement of a single driver. Hains called on the Essex for a hurry-up trip because his mother was ill, and in the emergency it fully confirmed his faith.

Car Entirely Standard

In 48 hours 15 minutes of actual driving he covered 1702 miles of all kinds of roads, with no relief or assistance whatever. He was using an Essex Coach which had gone only 600 miles and which had absolutely nothing whatever on it but the regular equipment. The Essex averaged more than 35 miles an hour.

The route was from Ogden to Perrysville, Ind., Hains' old home. The car ran smoothly and comfortably all the way. Its stamina and reliability were thoroughly proved to Hains' satisfaction.

His trip covered roads in Utah, Wyoming, Nebraska, Iowa, Illinois and Indiana. A lot of them were badly cut up and chucked, cruelly hard on a car and driver going fast. Yet no difficulty encountered could stop the Essex. Mr. Hains has written a warm letter of congratulation to Tom Botterill, Hudson-Essex distributor at Denver.

Essex Quality Proved

The run proves that although the Essex four was a famous performer, the new Six has all its stamina and reliability of performance, plus a much greater smoothness and comfort.

If the Essex Coach were only a six cylinder closed car at the price of an open one it would be a remarkable bargain. But the fact is that it is also an automobile of unusual performing power and reliability.

Coach Winning World Favor: Sales Grow

HUDSON and Essex are winning the world to enclosed cars. Even in the export market—where closed cars do not average 10 per cent of the business, for the whole industry—the Hudson-Essex Coach is scoring its triumph of value and utility.

The British isles have scored something new under sun this year by ordering more than half of their cars in the enclosed models.

What this means may be gathered from the fact that in 1923 Great Britain took only about 20 per cent. of Hudson-Essex shipments in enclosed cars—and probably not more than 6 or 8 per cent. from the industry as a whole.

Coach is Popular

In this one year—1924—the outstanding popularity of the Essex Coach has changed the ratio of one-fifth to more than one-half.

The Essex Six with its advanced design, its trim lines, its smoothness and performance, has become one of the very popular cars in Great Britain. The Essex Coach particularly with its unprecedented moderate price for a six-cylinder closed car has developed most rapidly.

The British are close mechanical students, and they see in the Essex a most unusual combination of value, utility and satisfaction.

Market Ever Widening

The Coaches are selling well too in such previously open-car territory as Holland, Belgium, Germany, Denmark, Spain, Switzerland, Argentina, Uruguay, Porto Rico, Hawaiian Islands, China, Australia, New Zealand and the Philippines.

One tropical distributor was won to try the Coach on a trip to Detroit. There came a spell of mighty hot weather. He found that in driving a Coach he was even cooler and more comfortable than in an open car. A summer shower came up, and he found how easy it was to protect himself from the weather. He was personally convinced, and the orders from his territory at once showed the results.

Coach Shows the Way

This export business is important to American dealers, because it proves once again that the day of the open car is waning everywhere. The Hudson-Essex Coach led the way that brought about this mighty overturning of precedent. The Coach is without doubt the outstanding automobile feature of the day. Press the Coach sale, and you are not forced into the usual type of competition.

Who Can Beat This?

FROM the Jesse A. Smith Auto Company, Milwaukee: "What you call a noise coming from Indiana, Maryland and Massachusetts is a mere rumble.

"Bernhagen & Poepp of Embarrass, Wisconsin, have sold so far this year thirteen Hudson and seventeen Essex Coaches—thirty in all. They will use ten or twelve more this year. This town's total population is 296 people.

"That will be all for this time." (Signed) H. G. O'Keef, Wholesale Sales Manager.

Hudson-Essex Marquette Home

SIX YEAR'S GROWTH PROVES OPPORTUNITY IS HERE



SIX years ago when Hudson-Essex automobiles were placed in Marquette by Mr. J. S. Davis, now president of the Upper Michigan Motor Corps., he believed that of many lines being manufactured there was one on which he could surely and safely build for the future. That line was Hudson-Essex.

Starting as an individual in a small salesroom and repair shop he consistently grew until it was not long before business men began to take note of the rapidly increasing number of Hudson-Essex cars on the street.

This attracted new capital and in September, 1919, a partnership was formed with Mr. G. A. Carlson of Marquette, a banker. In the fall of 1920 there was formed the Upper Michigan Motors Corporation by the addition of a limited number of new stockholders. The business grew beyond the

fondlest hopes of the promoters, so that the next logical step was the establishing of a new modern fireproof home.

Plans and specifications were drawn after a personal investigation of the best buildings of the kind in the United States. The new \$50,000 structure is built of brick and tile and is fireproof throughout. There are three floors—the first for the salesroom and minor service, the second for repair jobs and the basement for the washroom and storage. A convenient railroad spur to the back basement door enables them to unload new cars quickly and efficiently.

This wonderful building covering two city lots is a standing testimonial to the fact that with careful management and the Hudson-Essex line of cars, a success can surely be built in the automobile business.

Essex Satisfaction Builds Sales

CINCINNATI owners of the Essex six are enthusiastic about their cars. Letters received by the Charles Schiear organization tell of wonderful riding comfort and wholly satisfactory performance.

These letters are all being utilized in the company's sales work. Salesmen have copies of them for reference. The satisfaction of owners is consistently kept forward as a prime reason why the Essex Six Coaches should be the choice of buyers. The Schiear organization has found that Essex sales are like a snowball; one sale invariably leads to several others. Some of the letters follow:

"Being so well pleased with the Essex Coach recently purchased from you, it occurred to me that you would be interested in learning of my complete satisfaction. To my way of thinking, based on twelve years' experience, it is the most automobile value per dollar I ever purchased. I am so well pleased that it is my intention to use it exclusively this winter and place a much larger and more expensive car in dead storage." (Signed) C. W. Hagemeyer.

Fully Satisfactory

"The little Essex closed car which I bought from you about a month ago is so

satisfactory in every way that I thought I would write you how much pleased both Mrs. Burlingham and myself are with the car. It has plenty of power, quick pickup, and is one of the easiest riding cars I ever rode in regardless of price. I have always been enthusiastic about the Hudson and I hesitated before buying the Essex. My wife, however, wanted a small car, and we are both satisfied that we made no mistake." (Signed) Wm. Burlingham.

Enjoyed Every Mile

"I have driven the new Essex Six 2000 miles and have enjoyed every mile—comfort with no vibration is an outstanding feature. The motor is wonderful. I cannot speak too highly also of the attention given Essex owners from the Schiear Motor Car Company who are always interested in your case." (Signed) J. P. Hood.

"In the last five years I have owned nothing but Essex cars, closed models. I am elated over my new Six equipped with balloon tires, and am convinced that there is not another buy today where a person gets as much for the money. As a performer it eclipses anything I have ever ridden in and I have tried several. Surely no one can expect more than this." (Signed) C. L. Thomas.

Firm Renews Essex Fleet Contract

FORMER FOURS TURNED IN ON NEW GROUP OF SIXES



THE H. B. Smith Co. of Westfield, Mass., have used Essex Fours for a number of years and were a little skeptical on replacing their Fours with the new Six. After trying out one of the new Sixes for four months, they decided to exchange all their Fours for the Six. Mr. Smith stated that

the Essex was the most economical car to operate of any they have ever used. Their salesmen average 25,000 miles per year and they have never had one of their Essex overhauled. All their cars are well cared for, but driven aggressively.

The sale was made by Fred Schmidt, the dealer, who is one of the reliables in the J. S. Harrington territory.

Are You a Picture Salesman?

Or Would You Rather Show the Article Itself to Your Prospects?

HOW would you like to sell, not cars, but pictures in a catalogue? That is the proposition which many dealers for other lines are up against. The lines of cars which their manufacturer produces are so extensive that it is out of the question for them to stock a complete display. Frequently, therefore, while you are showing a prospect an actual Hudson or Essex Coach, they are obliged to work from a catalogue.

Who will make the sale? Being able to show *all cars* is one big advantage in being a Hudson-Essex dealer or salesman. Others are:

RAPIDITY OF TURNOVER: The Hudson-Essex dealer turns his stock of cars over rapidly because there is a moderate number of models with no specialty cars of limited appeal. This requires far less capital, turns over money much faster, and eliminates the risk of loss from models which go out of date before they can be sold.

VOLUME OF BUSINESS: While the compact line of cars may lose some specialty sales, the price advantage made possible by specialization more than makes up for this.

The great market today is the replacement of 9,000,000 open cars with closed ones, and Hudson-Essex is the largest builder of enclosed six-cylinder cars in the world.

HUDSON'S JUDGMENT OF THE MARKET: In the first seven months of 1924, the volume of sales on the Hudson Super-Six increased about 30 per cent over the same period in 1923, despite the general slow-down in the industry.

The Essex Six in the first seven months of the year produced 10,000 more cars than

in the ENTIRE year of 1923—which had itself been a record-breaker.

Hudson-Essex was FIRST to build 100,000 sixes in 1924. In this hotly competitive year, as always, Hudson-Essex had the right cars for its dealers to sell.

* * *

HUDSON-ESSEX POSITION IN THE MARKET: The Essex Coach at \$1,000 is the only five-passenger, six-cylinder closed car at that price. It is an excellent step-up from the low priced Fours, and therefore it enters one of the largest possible of markets.

Eighty per cent. of Hudson Super-Six business will be in the \$1500 field with the Coach. This \$1500 market has long been known in the industry as one of the surest and steadiest in all seasons and business conditions. As for the quality market -

The Hudson Sedans reach that at a price advantage of several hundred dollars.

* * *

THE USED CAR PROBLEM: The fact that Hudson-Essex has a compact line, with no slow-selling models, greatly lessens the used car problem, for dealers are not forced to make sales on unpopular types by over-allowances on used cars.

Having no slow-selling models, the Hudson-Essex dealer can trade on a better basis which allows him to avoid losses and also protects him from tying up large amounts of money in a stock of undesirable used cars.

* * *

WHY HUDSON CAN OFFER THESE CARS AT THESE PRICES: The Hudson and Essex Coaches are distinctive products because they were originated by Hudson-Essex, and because specializing on them has brought about most substantial and important economies in every phase of the Hudson-Essex business. This has resulted in an unchallenged price advantage of Hudson and Essex Coaches in the enclosed car field.

Sedans Present Opportunities For Profit

THIS is the season of the year for the best Hudson sedan business.

Salesmen are now able to offer these cars in either the five or seven-passenger size. Not only are the cars most moderately priced, but in all the details of their construction they are of the most luxurious quality.

Just having one of these fine cars on the streets is an advantage to any dealer in raising the prestige of his whole line of cars.

Quality of Bodies

The bodies for the sedans are built by one of the best known style and quality firms in the business. This concern has been building carriages for three-quarters of a century, and even in horse-drawn days were known as creators of beautiful designs and artisans of supreme ability. Many prizes and awards attest to the character of their work.

Hudson sedans for several years back, including some of the most distinctive and beautiful enclosed cars ever built, have been constructed to Hudson's order by this concern.

Upholstery the Best

The present sedans have every requisite to popularity. The lines are distinctive and impressive. Upholstery is a perfected mohair velvet, woven from the selected fleece of Angora goats. There is no finer fabric obtainable: in durability, beauty, cleanliness, comfort and style it is outstanding.

Hudson has an arrangement under which it obtains these beautifully designed and practically custom built cars at a volume price, taking the plant's complete output. It is only because of this arrangement that Hudson sedans can be offered the public at a price far below what would be expected. When these sedan bodies are mounted on a Hudson Super-Six chassis you have one of the finest enclosed cars to be obtained at any price. They are fine enough for *anyone, anywhere*.

Go Over Your Prospects!

At this season of the year it will pay the aggressive retail salesman to go carefully and extensively over his entire list of possible Hudson sedan prospects. He'll even do well to ask his sales manager or dealer for any possible tips on sedan business. One sedan sale is a nice piece of business all around—and it is business which always can be found with the right effort. Now is the time of year to get it.

FINANCIAL STRENGTH OF THE MANUFACTURER:

It is important that a dealer should associate himself with a manufacturer whose stability and standing is above question. The Hudson Motor Car Company, which makes both Hudson and Essex, has no bonded debt, preferred stock, or other obligation of that nature.

The published statements always show financial strength, soundness and stability.

* * *

HUDSON'S POLICY TOWARD DEALERS: Hudson offers dealers, through its distributors, a business-like discount on cars and parts. Its advertising, selling and service policies are modern, progressive and fair to all. It believes the first duty of a manufacturer is to supply the selling organization with a readily salable product, and then to back its sale with aggressive advertising and modern selling methods.

THE HUDSON TRIANGLE

and
Essex Topics



Vol. XII, No. 11



Dec. 1, 1924



“World’s Greatest Buy”

Everyone Says It--Sales Prove It



It is three years now since Hudson-Essex introduced to the motoring world a new car—a new KIND of car—and entirely NEW idea—the Coach.

The first Essex Coach listed at \$1495—\$600 more than the present one, which is a better and far more attractive car.

The first Hudson Coach listed at \$1795—\$450 more than at present. The present Hudson Coach, with all its beauty, performance and reliability, is offered at actually \$150 less than the first Essex Coach.

These facts have vital meanings. First, where the Essex Coach at \$1495 appealed to the thousands, the present Coach at \$895 will appeal to the TEN thousands. The motorist considering ANY closed car is an Essex Six prospect.

The man who could buy the Essex Coach three years ago is now an easy Hudson prospect—and many others besides. In addition the Hudson Coach reaches far up into the market where men want attractive enclosed cars with a chassis of outstanding merit.

In neither the Hudson nor Essex field is any past sales record a reliable guide as to what can be done now. Both markets are far larger, broader. Sales possibilities have greatly increased. It is the men with vision to realize this who will profit most largely—the men who arrange their business plans and activities in line with these facts.

When we tell the world of Hudson-Essex Coach value, and most of all Hudson-Essex chassis value, we are on the right road.

When we present the cars as the world’s greatest values and tell the story to ALL motor buyers we are well on the way to the season of our greatest success.

READ AGAIN THE RED TIP LETTER OF AUGUST 4, 1923

How a Salesman Exploded That 'Friend' Idea

THERE used to be a theory that a salesman's personal friends, or his "following," as it was termed, determined the amount of business he could do.

That idea has had its ups and downs—of late chiefly downs. One of the best examples of how ambition and consistent work overcame other factors has come to us from a distributor whom we shall not name. His letter goes as follows:

"You have no doubt heard the story that a salesman cannot sell cars unless he knows everyone in his home town. I just want to tell you a little story about our leading salesman—a real star.

He Wanted Work

"One day I was very busy when a young man walked in and introduced himself. I asked him to have a seat, that I would talk with him in a few minutes.

"When his chance came he waded into me with this conversation: 'I am broke, hungry, married and have a wife and two children dependent on me. I have sold automobiles, real estate, stock, bonds—a little of everything. I don't know anyone in this town and have applied to two other automobile companies for a job—and been turned down. If you will give me a job on your sales-force I will sell all the automobiles allotted to me and in three months will lead your sales-force. Just try me out.'

A Salesman, or—

"Well, I felt convinced that he would either develop into a real salesman or that he was one of the biggest 'boomers' that ever hit our town. After instructions he was turned loose on the unsuspecting public.

"His first order was a used car **THAT DAY** that netted him \$40 paid immediately. The next month he sold two used cars and four Essex Coaches; the next, one used car, two Essex Coaches and four Hudson Coaches; the next, one used car, five Essex Coaches, five Hudson Coaches, one Hudson Sedan, and secured future orders for two Hudson 5-passenger Sedans and one Hudson 7-passenger.

"That's very fair volume!

All Deals Good

"All of his deals were tip-top and the used cars have been secured at a price under our original appraisal. In several instances he has sold the used car before the new car delivery could be made. He is a real business salesman.

"He now has money in the bank, owns an Essex Coach and works from eight in the morning until late at night. He never fails to use every means of persuasion with the prospect. He secures his prospects through the sales that he has made from time to time and is never without real, live prospects. He is an example of how ambition and unflinching effort will get business anywhere despite any odds. I know there are others like him."

A. Balek Upsets the U. S. Census

PERSONAL EFFORT WINS SUCCESS IN FAIRPOINT



IF you will look at a good large map of Ohio—one of the friendly maps which does not ignore a town simply because it isn't so big—you'll find Fairpoint. It's right there near the Ohio river in Belmont county. The census bureau estimates the population at the grand total of 76. The countryside around is not thickly settled.

That census estimate is obviously wrong, because the Hudson-Essex dealer there, Andy Balek, has sold 85 cars so far this year and has no thought of pausing. He is canvassing the mining and farming territory all around his town for more business.

What is more, he has just finished a fine, practical brick garage and salesroom where Hudson-Essex sales and service can be thoroughly cared for. In four years as a Hudson-Essex dealer he has built up this establishment and this business.

Built Up Business

How did he do it? Let him tell the story himself: "In answer to your inquiry, I made these sales by personally acquainting myself with every man, woman and child not only right here in town but everywhere around in this district. While making friends of them I talked Hudson and Essex to all, regardless of what I thought their financial standing or opinions on cars, and will say that I have made many sales which I certainly did not expect at first.

"Also, I have given service so that my place has a reputation, and this has helped me gain new friends and make sales. The Hudson and Essex cars are easy to sell when you actually get hold of the right parties, and my effort always has been to miss no one.

Less Competition

"There is less competition and fighting on sales where you get hold of the man or woman and talk them into a car than where they are looking out for cars and just call on you along with other dealers. That is my experience."

The all-season comfort of the Coach has just met the wishes of Balek's customers. Hudson and Essex have sold equally well. With the values of the cars and Balek's own effort and reputation, Hudson-Essex sales have led their field by a good margin.

A Cordial Welcome To These Organizations

SIX new distributors joined the family of the Hudson Motor Car Company on December 1st. We welcome into the ranks the following:

Walter M. Murphy Motors Co., Los Angeles, Calif.

Pierpoint Motor Co., Pittsburgh, Pa.

Martin Carriker, Oklahoma City, Okla.

A. E. England, Phoenix, Ariz.

Pollock-Swartz Motor Car Co., Johnstown, Pa.

Bobst Motor Company, Tulsa, Okla.

Since July, 528 new dealers have associated themselves with Hudson-Essex. The organization in the field is now one of the strongest representing any line of cars. Each concern adds to the strength of every other, and to the convenience and benefit of Hudson-Essex owners.

Essex Sets New Record Over Long Run

BEATING the time of the Sunset Limited, crack Southern Pacific train between El Paso and San Antonio, by a margin of twenty-six minutes, an Essex-Six touring car has just established a fine record in a non-stop run between the two Texas cities.

The trip was taken over the newly opened Glacier-to-Gulf highway which is 50 miles longer than the rail route. Because the run was made over this newly opened trail, the Essex's remarkable feat attracted wide attention all over the Southwest.

40 Miles an Hour

"The Essex Express," as the demonstration car was designated, left El Paso at 12:01 a. m. and arrived in San Antonio, a distance of 680 miles, at 4:54 p. m., total elapsed time of 16 hours and 53 minutes. No trouble was encountered whatever. The average speed was over 40 miles an hour.

Through the night and the larger part of the following day the car ran at high speed without faltering.

In the presence of Mayor R. M. Dudley of El Paso, official starter, officials of the El Paso postoffice and of the Western Union Telegraph Company, which kept the official time, the start was made at one minute after midnight.

At the Wheel

The car carried official United States mail bags destined to San Antonio and Austin. The Austin pouch contained communications to the Governor and officials of the State Highway Department. Calvin Langford of the Crockett Automobile Company, San Antonio Hudson-Essex distributors, was at the wheel.

The car was a regular stock model and carried no special equipment other than an extra gasoline tank. Only one stop was made on the run, a pause of three minutes at Big Spring for replenishing gasoline and oil.

Won on Reliability

At San Antonio the car was met by a large crowd, including D. E. Colp, manager of the Glacier-to-Gulf Highway Association, and William Steinhardt of the Crockett Automobile Company. Officials of the Western Union Telegraph Company checked in the time at the finish. The reliability and endurance of the Essex was thoroughly proved under most severe and spectacular conditions. The same qualities it is showing in everyday performance carried it through.

They've Been Shown

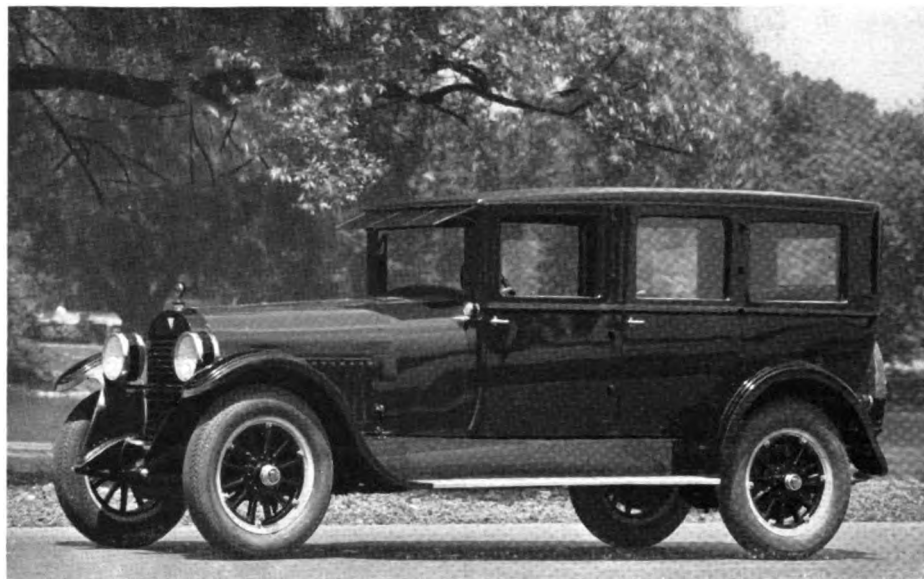
The Wernert Motor Co., of Louisiana, Mo., writes:

"With the present Hudson-Essex line we have increased our business over three hundred per cent over the same period last year. We have sold more Hudson-Essex motor cars in Louisiana and surrounding territory than all the other dealers combined in this city.

"We would not take ten thousand dollars for this franchise as next year we expect to increase our business one hundred per cent over this year."

Those Beautiful Hudson Sedans

THERE'S NO CITY NOW WHERE ONE CAN'T BE SOLD



AT their new low prices the beautiful Hudson Sedans have a place in the selling efforts of every Hudson and Essex dealer. No matter how small the community, there should be at least one sedan prospect whom it will be possible to interest.

The sale of these sedans is advisable from every standpoint.

They Lead the Line

First of all they are the leaders of the Hudson-Essex line. Their presence on the streets of a city or town is an advertisement for all other Hudson-Essex cars. The men and women who buy them are usually per-

sons of prominence—desirable owners because of the prestige their ownership gives.

Secondly, commission to the salesman and the profit to the dealer are large enough to be a real prize. It is a little trouble to locate a logical sedan buyer, but if salesmen will just check over all the possible prospects they know they will find their selling efforts handsomely rewarded.

Knowing Hudson Values

Thirdly, the cars are outstanding values. Compare them with other cars which you would consider on the same general level, and see for yourself that they are listed several hundred dollars less than might be expected. In all details, the sedans are motor cars of a superior type—all-aluminum construction, tasteful and correct lines, beautiful upholstery and trimmings. It is an advantage to have discriminating buyers and owners know that Hudson is able to offer such values.

A \$5,000 Automobile

In a sales letter on the sedan, the Henley-Kimball Co., Boston distributors say:

"Let us introduce you to our \$5,000 car.

"Yes, it's a Hudson and its cost to you will be only a fraction of \$5,000. We maintain, however, that if this Hudson Sedan were placed on the floor of any automobile dealer selling a \$5,000 car and priced at our list there would be no \$5,000 cars sold. See it and decide if we are right.

"This new Hudson Sedan provides every luxury and every Chassis quality that can be desired by the most discriminating."

The Super-Six Chassis

While the sedan bodies are beautiful, the Hudson Super-Six chassis is not to be slighted in any sales effort. The power and smoothness of the motor, the strength and stability of the construction, the quietness of the gears and axles, are factors which help make the Hudson Super-Six Sedans among the very finest and most luxurious of cars.

Don't just admire the Hudson Sedans; look over the field and you will find plenty of opportunity to add to your commissions and profits by selling them.

Quick Appraisals Result in Sales

QUICK appraisal is one of the effective sales methods of the Aaron DeRoy Motor Car Co. of Detroit in closing sales. Often while a salesman is talking to a man in the showroom, an appraisal will be handed the salesman or prospect and that gets the conversation right down to business.

When owners drive in for service, their cars are appraised, too, and if they are not ready for an immediate deal, they are told that it's worth their while to have the valuation anyhow.

"With competition as stiff as it is now," says Mr. DeRoy, "you must act quickly. We try always to get the prospect on the first interview—and certainly the first time he visits our store. Right then we use every selling weapon we can. It's vital to sell him right while he is there."

Essex Market is Expanded to Millions

THE realization is spreading among Hudson-Essex dealers that the possibility of Essex sales, particularly, runs well into the MILLIONS.

That is not a mere manner of speech, nor a phrase used because "Million" is an easy word to say, but a fact based upon the last average price of used cars, as nationally gathered.

That average price is \$366.

O. K. as Payment

The importance of that price is, that in nearly all communities it makes the typical used car an acceptable first payment upon the Essex Coach at its remarkable new low price. That has never before been true.

That means that with no cash outlay except his used car, or with only a slight amount of cash, every used car owner today can receive the benefits of Essex Coach ownership. Monthly payments would be moderate, too—yet safe for the dealer.

Why It Can Be Done

This selling situation is possible, not through any insecure or wildcat finance plans, but because the Essex Coach is priced at an extraordinarily low figure. If Triangle readers will look into price comparisons closely they will find that it sells at or below the open models of well known Four-Cylinder cars.

The Essex Coach is now the logical first step-up for owners of the lower priced four-cylinder makes. There is no longer a wide financial bridge for them to cross. If they plan on driving ANY enclosed car they can drive the Essex.

A Far Wider Market

It will prove a great mistake for any distributor, dealer or salesman to ignore the extent to which the Essex market is broadened. The number of men and women who now can buy the Essex without too severe a financial strain has been vastly multiplied. It is a far, far wider market than the Hudson-Essex organization ever yet has experienced. The expansion of our business, profits and commissions will depend on how aggressively we recognize these facts and develop these fields.

A Million Shall Know

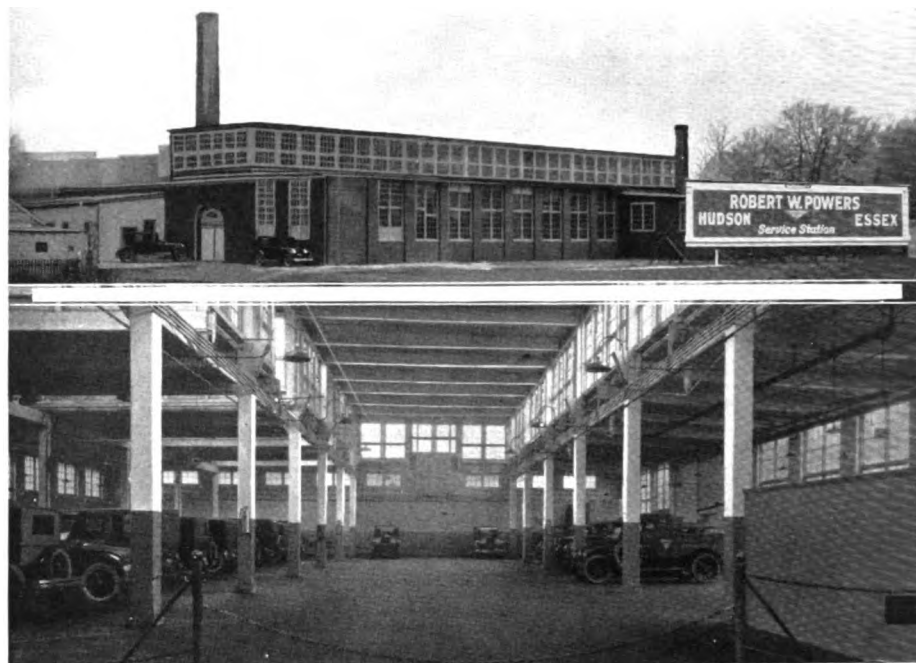
- - Five a Day

IS your whole organization working on the A-Million-Shall-Know campaign? Are you carrying the messages sent you to everyone in your community by word of mouth? Is the whole organization's combined power behind this drive?

We hear from many distributors and dealers. Every one of them says that this campaign is a real stimulant of business. It creates the right habit of everybody trying, too. Get it started—keep it up—spread the message.

'Instant Service' at Providence

ROBERT W. POWERS HOLDS CUSTOMERS WITH COURTESY



INSTANT service is one of the outstanding advantages of Hudson-Essex service around Providence, R. I., where Robert W. Powers has opened the largest service station, by far, in that section of the country.

The Powers establishment is built for working convenience. The building is on two of the main arteries of travel both for city and tourist travel. A particular feature

of the building is that each wall is practically a mass of windows, so that natural lighting is at its best.

Start Work At Once

The customer driving his car in for service is met at the entrance by one of the men employed for this purpose. If the adjustment is slight, these men start work on the car instantly. (Emergency service is not uncommon, but here at the Powers establishment it is developed to the very highest point for owners' convenience.)

The capacity of the structure for all types of repair work may be judged from the fact that one of the work benches stretches for 131 feet in an unbroken line. The space for cars awaiting repairs is ample beyond all the needs for the present.

Always Spick and Span

Like all the Powers sales-and-service centers, the station is spick and span in its neatness. With the natural light afforded by expanse of windows, and ideal ventilation, arrangements are such as to interest and hold the best type of mechanics.

The regulation Hudson-Essex flat charges are used on all classes of work.

A comfortable waiting room with fine wicker chairs is provided. Extra efforts are made to hasten the work of waiting customers just as rapidly as is consistent with first-class results. The drive-way is so arranged that outgoing and incoming cars will not meet.

Winning, Holding Customers

The Powers organization has specialized on efficient, prompt and courteous service for years, and as a result enjoys a splendid repeat business with its owners. This reputation naturally has extended to the owners of other cars which widens the field of Hudson-Essex sales.

Watch Your Step; You Never Can Tell

YOU can never tell when your best customers, even friends, are thinking about new cars. . . . This is the story as Tony Chisum, distributor at Amarillo in the Texas Panhandle tells it:

"One of my friends to whom I've sold seven Hudson cars met me on the street one evening. We walked along to a club together. While we visited there I began to talk Hudson Sedan. He was interested and the sale was made in 15 minutes. Afterward he said he was glad I'd spoken to him, because he had been just about ready to buy a much higher priced car, and was convinced that he had made a better buy with the Hudson.

"That brought it home to me that it's a mighty good thing to meet new prospects—and better yet to keep in close touch with all owners. We're checking right through our whole list of owners now."

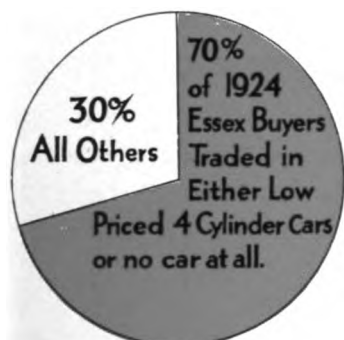
THE HUDSON TRIANGLE

and
Essex Topics

Vol. XIII, No. 1



Jan. 1, 1925



Seventy per cent. of all Essex cars sold in 1924 went to owners of low priced four-cylinder cars or to persons who traded in no car at all. These figures are from an Essex sales analysis covering the whole United States. They clearly point out the field where salesmen can expect the greatest Essex results and earn their greatest rewards.

How Salesmen can Assure Themselves of

Bigger Sales in 1925

DEAR MR. SALESMAN:

ORDINARILY we are no more interested in charts, graphs, curves or diagrams than you are yourself.

But the diagram at the top of this page is important to you because it points out the field in which Essex salesmen can work most fruitfully for 1925 results. A strong drive will start immediately to assist sales in this field—an advertising and selling drive which will make productive the work of every Essex salesman who works as a part of it.

Since it is apparent from the 1924 figures that the big Essex market is with four-cylinder car owners or owners of no car at all, Hudson-Essex will launch at once a very strong and very large advertising effort to gain the interest of that type of buyer..... Now this is where you salesmen enter into the picture of the campaign. If you will apply your efforts in the same direction at the same time you will find the ground well prepared for your efforts.

This exceptionally large advertising campaign will be backed by posters and appropriate sales literature, which will particularly interest the car owner in this all important field. It will pay you handsomely to follow through on this whole effort, both for immediate sales and for spring delivery business.

This is the Essex market: Three-quarters of a million cars will be sold in this field next year—and Essex is the best value of the lot. Its sales are strongly on the up-curve and will grow largely in 1925, even over the excellent showing of 1924.

We earnestly advise every salesman to watch this campaign—by all means to get in on it—and to make his own efforts all the stronger even if salesmen for rival concerns choose to “enjoy” a January-February hibernation.

In this campaign all the advertising and planning will be designed to help you get into effective action—to help you push over your Essex sales—to help you keep all the business you now have and to gain the further possibilities of this untouched Essex market. Do not lose this opportunity. Best wishes, Happy New Year, and—your share of the big Essex year ahead.

TURN INSIDE TO LEARN ALL ABOUT THIS CAMPAIGN

Base Your Sales Talks on this Adv

A Great
Big Essex
Campaign

ON the page opposite is an advertisement which will start the great Essex campaign for the opening months of 1925. This advertisement will appear in the largest newspapers and magazines of the country, and will be followed by others similar in appearance and message.

A Message
To Millions
Of Prospects

IN smaller size it will appear in all the towns and cities where Hudson-Essex dealers are on the regular advertising schedule. This giant campaign—one of the very largest in Essex history—will stir the interest of millions of readers. It will pay everyone interested in selling Hudson and Essex cars to study it through.

Tell This:
An Essex-6
Coach
\$895

FIRST, the value and price are plainly and strongly told—it is the basic value and worth of the Essex which will make the great mass of buyers want it. “This Essex-6 Coach \$895”—if you will broadcast that simple message everywhere by every method, Essex sales will multiply. An organized word-of-mouth campaign, carried on earnestly and systematically, will pay handsomely for all the effort you put in it. The picture of the car tells quality and beauty.

Meaningful—
Because True

NEXT is summarized the definite advantages of the Coach—“The Finest Essex ever Built.” You can—and of course will—*demonstrate* the truth of this statement. The Essex DOES ride, drive, steer and park much better than cars you will be selling against. It IS fine looking, it IS better arranged. If these were mere empty claims they would mean nothing. But every one of the advantages claimed can be proved, and they are meaningful because they are true. You know in your own experience that they are true.

Sell These Cars
On The Street

THEREFORE, please sell these cars on the road, not in the salesroom. One demonstration of the Essex will answer more questions and make more sales than hours of conversation. And after you have talked with the prospect, you must demonstrate for him anyhow; so why not demonstrate first, save your time, and better your chances for a sale?

Do Not Talk
About
Mechanism

ITS greatest Values Cannot be Copied—the Chassis is Patented.” The thought here is that Hudson-Essex’s remarkable sales gains have been made not only on the Coach idea, but on the combination of coach and of unmatched chassis values. We do not advise salesmen to become involved in mechanical arguments. After this headline has attracted attention and aroused curiosity you can sell the prospect the car not by discussing patents but by demonstrating the car. “*Sell your prospects in the cars on the street.*” (See page eight).

Ready To Admit
Essex Leadership

AS its coach body has changed the whole trend toward closed cars, so the Essex chassis forecasts the mechanical design of the future.” Read over these sentences which tell of Essex utility, economy, good-looks, Super-Six principles, Hudson-built quality, and outstanding value. The public these days is in a frame of mind to believe and accept Essex leadership, as the industry has done by copying it. Then you can come to your summing up, that the Essex holds its own in any company and in any service.

Use This Drive
In Your Selling

PLEASE remember these arguments will be told and repeated literally millions of times. Put your own efforts behind them—direct your own selling along the same lines—use the campaign, don’t fight it or neglect it—and it will help bring you many Essex sales throughout the winter season and into the period of Spring deliveries.

isement Which Millions Will Read

THE SATURDAY EVENING POST

This Essex Six Coach \$895

Freight and Tax Extra

The Finest Essex Ever Built

The easiest driving and riding Essex ever built.

The finest Essex in materials and workmanship ever built.

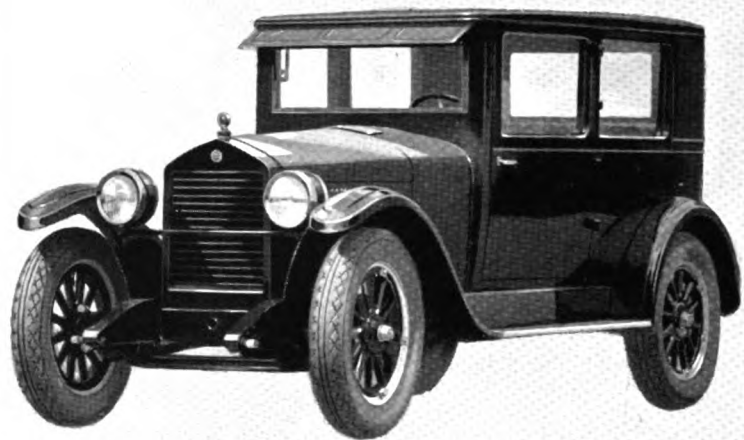
The smoothest, most reliable Essex ever built.

A car you will take pride in owning.

It is better looking and better arranged.

It gives freedom from tinkering and frequent repair costs.

Its price—\$895—is the lowest at which Essex has ever sold. You cannot get comparable performance and reliability in any other car within hundreds of dollars of its price.



Its Greatest Values Cannot Be Copied

The Chassis Is Patented

No one ever excuses or apologizes for Essex appearance or performance.

It is the car for everyone.

You see it before the entrances of exclusive clubs and at the doorways of the finest homes. You also see it in the hard daily service of business and family.

You will enjoy driving it for the smooth vibrationless performance of its quiet motor. It is so easy to steer and so comfortable to ride in that even over long journeys and rough roads it gives a satisfaction that heavy, costly cars do not provide.

Essex requires little attention to keep it in top condition. It retains its new-like qualities in the quiet, responsive, squeak-and-rattle-free character of its performance.

Surely you cannot be satisfied with anything less than Essex offers. Its cost is but little more than cars of the lowest price.

Two of every three Essex cars are bought by those whose former cars were chosen principally because of their low cost.

No wonder Essex sales lead all in its class.

As its Coach Body has changed the whole trend to closed cars

So Essex Chassis likewise forecasts the mechanical design of the future

Essex provides stability without unnecessary weight. It has economy without sacrifice of performance.

It is low priced without disappointment in looks or reliability.

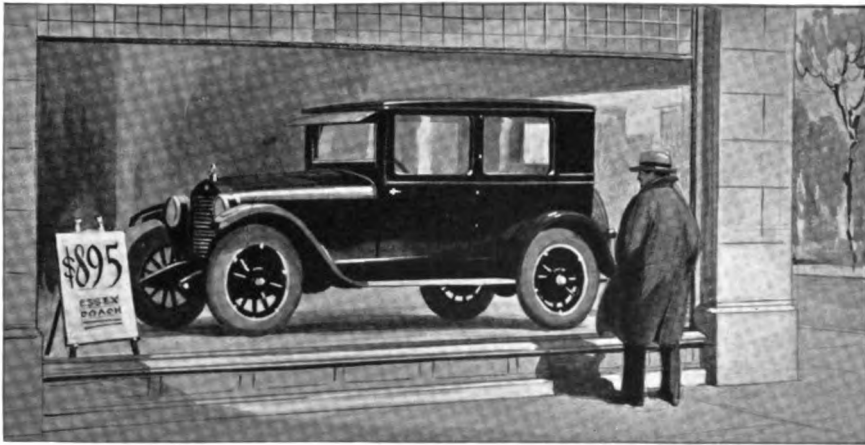
It is more than up-to-date in design. It is in advance of any car with which its price can be compared.

It is built on the Super-Six principle, by Hudson workmen in the Hudson shops.

In quality Hudson and Essex are alike. The patents which make the Super-Six the most enduring, smoothest motor and give it all advantages sought in eight cylinders, prevent any from copying its chassis as has been so generally done in copying the Coach body.

Essex Holds Its Own in any Company—in any Service

Use These Ideas and Facts in Increasing



If He Can Buy ANY Closed Car

IF a person today can buy ANY closed car he is a mighty good prospect for an Essex. This is true because in nearly all cases his used car (with sometimes a slight cash payment, but many times not) will be the down payment. The monthly payments on the Essex will be only a very little more than those on any closed car—so little more that the hurdle is almost unimportant from a sales point.

Never before has the Essex been offered at a price which makes it a buy for so many hundreds of thousands of motorists. We must enlarge our vision of the Essex market; must realize now that we can expect sales from anyone at all who is ready to get into the closed car class.

The 1925 market for Essex at its present price is so wide that a salesman can talk turkey to every prospective motorist, and only infrequently indeed will he run across actual financial inability to buy.

And this market does not overlap or conflict with any which we ever have had; it is in addition to the thousands with which we are familiar.



Did You Ever Drive A Six With Standard Gear Shift

?

WE think you will find it profitable to ask that question of many motorists whom you may not previously have considered as live prospects.

It may seem unlikely to yourself, but the fact is that many owners of a low priced four-cylinder car continue to buy it because they are familiar with its distinctive gear shift, and they have an idea that other shifts are complicated and inconvenient.

In fact, if you will go thoroughly enough into the greatest Essex market available to you, you will find many such motorists indeed. This offers an opportunity for a new demonstration field. You can offer to show the easy operation of an Essex car with the standard gear shift, and at the same time of course demonstrate the remarkable ease of riding, driving, steering, braking and parking. Then you have a new prospect.

There are other four-cylinder owners familiar with the standard gear shift who can be interested in six-cylinder smoothness or the riding quality of the Essex. All these men are prospects, and contact with many of them, and familiarity with their ideas on automobiles will prove one of your greatest assets in increasing your Essex sales.



UP in Petoskey, in northern Michigan, where McManus. He is not a man who lets winter

In the Christmas week of December, temperature to eight feet deep. But McManus didn't stop. In the first three weeks of December, his sales were \$10,000. The car was sold within a week. The buyers took immediate delivery.

Roads out of Petoskey are not so good, but McManus has a horse and cutter and demonstrates on the open roads. He has the best sales record. He is doing a capacity business.

Don't let the season of the year stop you; go on. McManus goes most aggressively after it; and where prospects are, he has a chance for spring orders. McManus has proved

The Best Way to Tie in Effectively

FIRST—There is no reason why greatly increased sales. It is not sound business to push an Essex sale when the purpose is to find buyers who can purchase Essex cars.

SECOND—Develop a systematic plan to meet the needs of the closed models, which are the best trades for the house to buy. Keep in touch with owners. Ask more people to buy—let people know.

THIRD—When you sell the owner of a low priced car, it is the time to have him help you meet some of his friends who are interested. There develops a circle of enthusiasts. They will prove to be a valuable asset.

FOURTH—Spend a day as an apparent prospect for Essex. Let them see they cannot—what their salesmen say when the prospect makes a demonstration and selling points. You will be more than repaid the wonderful advance it is over cars which sell at around the same price.

FIFTH—Study your own most effective methods of selling. You must have his own personal ability as his one best asset. You must win the whole campaign, but do this not by quitting your style. Your style ahead will bring you into new markets and enlarge your Essex market, and you will be better able to take advantage of the market.

Immediate Sales of the Essex Coach



An Essex Sale to Every 20 People

HERE is an example proving where the great Essex market is:

A dealer who formerly held a four-cylinder car contract had hard luck with it and a year ago he had to quit. Then he signed a Hudson-Essex contract. On the first cars he unloaded he had to have his distributor's financial assistance.

He went right at work. He talked cars to everyone, and the four-cylinder owners whom he knew were the best asset he had. With a month of his year to go, he had sold a Hudson or Essex car to one-person-in-twenty of his entire population. His financial condition now is such that he has just taken three carloads in one order.

His method has been simply to ask everyone, at every opportunity, to buy a Hudson or Essex car. His great acquaintance among buyers who had previously thought the Essex too high in price helped a lot. Everyone in his organization sold constantly; even the colored car washer dug up several sales for used cars among his friends.

That kind of effort is the sure road to volume sales. Recognize the great breadth of the Essex market; talk about the cars everywhere; ask everyone to buy.

is winter, the Hudson-Essex dealer is John F. activity—scarcely.

as low as 20 below zero and snow was from six a minute—not so that you could notice it. In s. One carload of automobiles that he ordered veries.

Manus brings his prospects into the city with a n the toughest winter in years he is building his

usiness to be had right along by the man who not possibly be sold at once, there is still the community of 6,300 people.

ly on this Essex Campaign

should interfere with your Hudson business. Certainly a sale can as well be made. Therefore, it is our prime not logically to be considered Hudson prospects.

wners of low-priced four-cylinder cars—particularly the Make more calls a day. Phone ten prospects every day. rk for you. Try to sell all prospects on the first interview.

car an Essex, of course he will be delighted with it. Then ve the low priced type of car. Around each new Essex set of prospects you could wish.

in the Essex price class. Find what they can do and what ex. Find out for yourselves where your car has the strong- d on the all-around and basic value which Essex offers— e class. Then have its strongest points at your finger tips.

essex; for every salesman at the hot point of competition the season ahead most profitable if you will work in with yling it to the particular job we are tackling. The drive erefore become enthusiastic on the Essex and the Essex pportunities this campaign will give you.

Here's

A

Helpful

Finance

Hint



EVERY once in a while you meet a man who says he likes the car all right but who doesn't want to buy "for a while yet".

Some times he is only a visitor; some times he actually does not want to commit himself and to tie up his money on a deposit. Unless you can overcome this negative attitude—which is often worse than active opposition—the sale drags indefinitely and there is no particular hope of ever getting it.

A plan is now in effect by some dealers which shows the prospect that he is employing his money to very good advantage in putting up the deposit. The cost to the dealer is so slight as to be negligible.

This plan we do not care to divulge generally; if everyone knew it, it would be of special advantage to none. If you are interested, write and let us know.

One dealer so far has closed 18 sales with this plan.

SELL ESSEX ON ALL-AROUND VALUE

Super-Six Patents Give it Mechanical Superiority

FOR three years Essex dominated its mark because in its field it *alone* provided closed car comforts at open car price. This one single advantage was so outstanding that it would have been mistaken policy to direct attention anywhere else.

Essex still remains the great closed car leader because (with Hudson) it *alone* provides closed car comforts at actually less than open car cost.

But with this closed car leadership it combines such mechanical advantages that we can widen our story.

Into a Broader Market

The price of Essex, too, is at such an advantageous figure that it strikes into a far, far broader market than ever before was possible. To the vast number of motorists who now find the Essex within their reach, and do not know how superior it is, we should sell the great combination of chassis quality, car performance and closed car comforts at an unmatched price.

We should attract attention to our line by telling of the genuine, real values which Essex offers because of its Hudson Super-Six patents.

Thus it is that we say "Its Greatest Values Cannot be Copied—the Chassis is Patented."

You may be asked to explain these patents. They cover the motor. No motor is better than the Hudson Super-Six. Engineers acknowledge that its exclusive principle provides the smoothness, the performance and the flexibility which are now sought by the use of eight cylinders. This Super-Six principle is incorporated in the Essex, and that is why the car is unrivalled in the all-around satisfaction of its running. There are other patents, too.

Demonstrate!

By all means, do not enter into the details of these patents. It is best to explain, as when the Super-Six was introduced, that these patents are of so technical a nature that only engineers can understand or explain them—BUT that anyone can immediately understand their effect if he will simply ride and drive the car.

This answer will single out the man who is simply seeking an argument, and others who make the in-

quiry in good faith will be willing to have proved to them what the cars can do on the road.

When you can get the opportunity to demonstrate an Essex, your sale will be made nine times out of ten.

Thus we may advertise the patents to attract attention, and we may refer to the Essex as being built on the same principles by the same workmen in the same shops as Hudson, but we will make the most sales if we prove their virtues on the street rather than debate them in the showroom.

Testimonials will prove another valuable bit of evidence. Most salesmen have letters from their present owners, but many salesmen do not have these in ready form and protected against wear and the weather. It will be wise to purchase or make up such a folder so that the testimonials can be shown in neat form to any prospect.

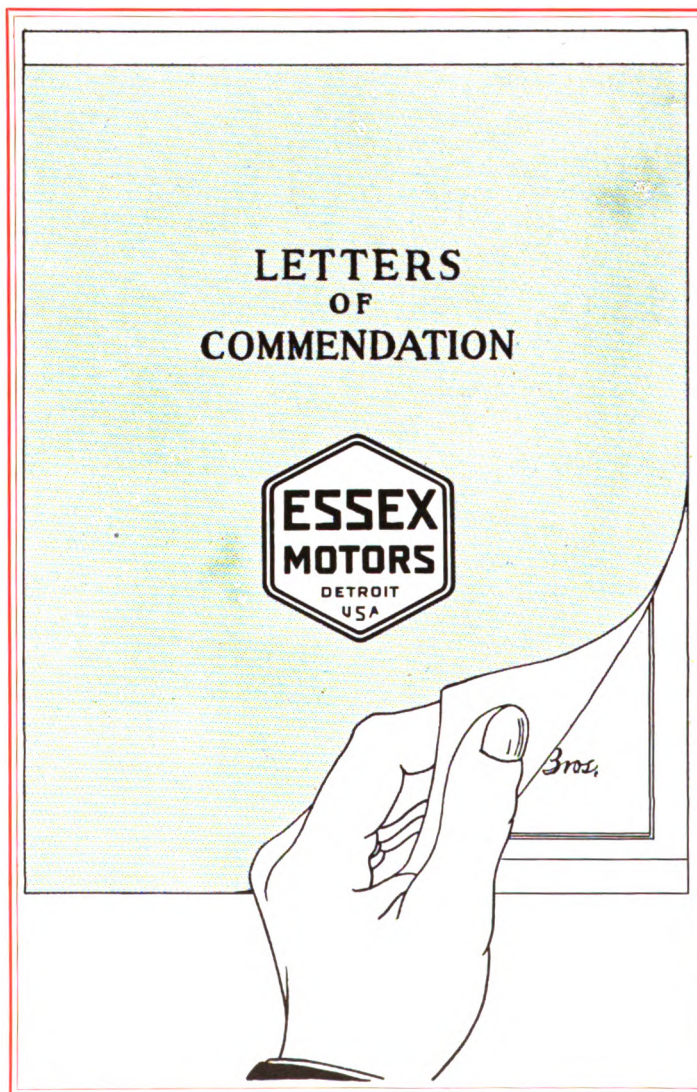
Your Testimonial Folder

One testimonial might be from a former Essex-4 owner, another from a low priced "four" owner; another from a man who owns several cars but who prefers to drive the Essex; one from a man who is delighted with its economy; and so on, so that each letter may make a definite point in your sales story. If you are at liberty to refer prospects to these men for their opinions, so much the better.

Demonstrations and testimonials will drive home the points we are making. They will prove that the Essex is a great all-around car—that even without its closed car advantages and its unmatched price it would be an outstanding value. Then when the price and the chassis quality are added, you have a combination which cannot help but bring volume sales.

Combined Effort

If salesmen will do their part in obtaining and using testimonials, they may be assured that their efforts will be assisted by strong advertising along the same line and by literature to be addressed to their largest and most likely list of prospects. This combination of effort, together with the value and the appeal of the Essex itself, cannot fail to bring striking and satisfactory results.



This is an Essex testimonial folder—simply a cardboard affair—which any salesman can make for himself. It keeps letters fresh and clean.

CASHING IN ON THE FAMOUS SUPER

Its Field Now Much Wider; the Best Buy on the Market

THERE is no thought in all this drive on the Essex that efforts shall be slackened in any way on the Hudson Super-Six. Rather, the reverse is true. As we bring ourselves to a greater efficiency and enthusiasm on the Essex, we can apply the same thoughts and methods to the Super.

If it is true, as it is, that the Essex is now in a price class where it appeals to hundreds of thousands instead of mere tens of thousands, so it is likewise true that the Hudson Super-Six is now at a price far below the public's general understanding and impression.

Less than first Essex Coach

The present Hudson Coach sells at substantially less than the Essex Coach when it was first brought out.

The present Hudson five-passenger Sedan sells at the same price as the first Hudson Coach.

So, from a financial standpoint you should be able to sell a Hudson Coach to the man who bought an Essex Coach three years ago, while your Hudson Coach buyer is now an excellent prospect for one of the sedans.

These price levels should be kept thoroughly in mind or else their full advantage is not realized. A certain, and even a considerable number of buyers who have been attracted by the changes may come into the market voluntarily; but for every one of these, comparatively numerous though they be, there are ten others whose orders we never will receive unless we go aggressively after their business.

Where the Hudson Coach is known at all, it is spoken of almost universally as "the best buy on the market." The task is to get the facts about it known more widely. Many a man and woman whom you consider only as an Essex prospect can easily be sold a Hudson Coach.

Hudson Patents

In talking the Hudson, the same sales methods should be used as with the Essex. The Hudson Super-Six has some of the most valuable of motor car patents, which result in smoothness, quietness and an even flow of power which has marked the Super-Six for nine years. But it is the results of the patents—the ability of the Hudson on the road—

which should receive our greatest effort, not a discussion of patents on the showroom floor.

A feeling has been growing up lately about the Hudson, which though very flattering, may prove actually dangerous to its full success. That is the feeling on the part of many buyers that they really do not care to take a demonstration in the Hudson—they know it is all right, or they have ridden in a friend's car, etc.

Be Sure to Demonstrate

It will be much to our advantage to get them to take the ride anyway. Let them get the feel of a Hudson—its power, its smoothness, its pick-up, its general impression of great ability. Let them feel the efficiency of braking, the ease of steering and turning. The Hudson must continue to sell, as it has in the past, on its all-around ability on the road.

The special market of the Hudson Sedans will benefit from the new low prices, and also from the new advertising plans which will tell of the sedans in every Hudson Super-Six advertisement. It is literally true that no one needs a finer car than the Super-Six sedan, and it is also

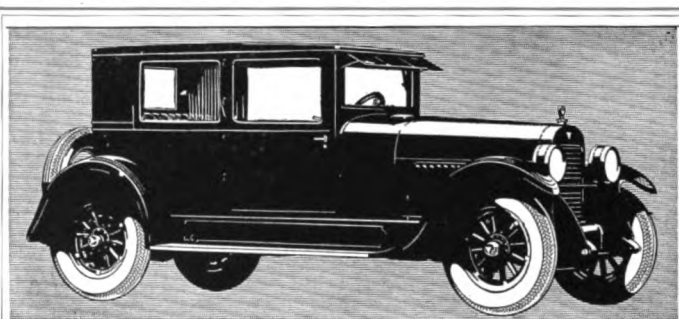
true that their price makes them possible to thousands of buyers who do not realize their advantages. There's a profit and a prestige in the sale of a sedan which make the effort more than worth while.

With both Hudson and Essex, please make this a practice: Try to close the sale on the first interview. You may think that will endanger business. Not so; one of the most successful Hudson distributors makes it a cardinal point of his business to try most energetically for the order. You may not get it; you may have to leave the situation open; but it is worth a lot of work and a long chance to go right at your prospect as if you expected him to buy. Be sure to ask him to buy. Competition is too keen now to take a chance.

Sell on the Road

Talk Hudson and Essex everywhere; mention the Super-Six principle wherever you can; follow your lists of owners and prospects aggressively; DEMONSTRATE by all means, and "sell them in the car on the road."

Just read the next page on that last point.



Comparison Further Shows HUDSON World's Greatest Buy *Everyone Says It — Sales Prove It*

Being the world's largest builders of six-cylinder closed cars permits Hudson to give values beyond all comparison.

Economies in manufacture and the experience gained in three years' concentration on closed cars have resulted in the best cars and the lowest prices of our history.

Despite the fact that Hudson has alone offered closed car comforts at open car price, its real appeal has been the brilliant character of its performance.

With the Famous Super-Six

Hudson has the famous Super-Six chassis. Its motor solved the problem of smooth performance. It increased motor and car life to the extent that thousands of cars having service records exceeding a hundred thousand miles. The Super-Six was created by Hudson, is patented and belongs exclusively to Hudson.

Note the prices at which Hudson closed cars are sold. Think of their values in good looks, in the way they retain their attractions and the little attention and cost required to keep them in first-class appearance and condition.

They have reduced closed car costs for thousands. They afford advantages to be found only in costlier cars, and yet their cost is but little more than cars whose sole appeal is price.

Hudson is the "World's Best Buy". Comparison shows that. Sales prove it.

Note These Prices

They are below all comparison

HUDSON

on the Famous Super-Six

COACH...\$1345

SEDAN (4-Door) \$1795

SEDAN (2-Door) \$1895

Freight and Tax Extra

Here is a Hudson advertisement which tells the story of Super-Six Coaches and Sedans to millions of motorists. Tell the Super-Six story everywhere.

To Gain Your Greatest Results, Sell Your Prospects
IN THE CARS ON THE STREET

By HARRY G. MOOCK, Manager of Sales Promotion

YOU want to sell more cars.

You want to see more people.

You want to sell your prospect stronger.

You want to have the prospect on the defensive.

You want to have the advantage when the used car is mentioned.

You want the prospect to understand what our advertising means.

You want to get your story over in the shortest time possible.

You want to save time for the prospect.

You want to swing into line with those that are making phenomenal sales records.

All of these ideas you, of course, want to come to pass, and the best way to get them is stated in the heading of this article.

Sell 'Em In The Car On The Street—

Or, reverse the old order of things of trying to explain mechanical perfection (which, by the way, many believe cannot be done) and bring into action in the prospect these very dominant and powerful senses of **FEELING** and **POSSESSION**.

Many who are selling complain that the prospective buyer will not, or cares not, to get that sensation which is largely responsible for the great success of Hudson-Essex and that happens only **IN THE CAR ON THE STREET**.

He doesn't want a demonstration. But if you are wise you do most emphatically want him to take one.

And that is where the selling really begins, not in the stereotyped conversation that takes place on every showroom floor on the row.

Sure, it's not the easiest way but it makes for better and more sales, and that, after all,

is all that counts. Prospects do not know the value and attractiveness of Hudson-Essex cars until you demonstrate them. Do not fail to use this most important sales weapon—*demonstration*.

We have for some time been stressing this very important point, and where the method is being strictly adhered to, the results are astonishing.

Get this thought: A Hudson or an Essex car cannot be explained by words. Oh yes—you can tell the wheelbase, number of cylinders, and so on—but not the great basic advantages. However, the big idea back of Hudson-Essex construction can easily be understood through demonstration even by that man who does not know a roller bearing from a roller towel. The smooth motor, the ease of steering, the comfortable seats, the clear vision, the easy riding, the feel of a real motor car and, above all, the low cost—that is what Mr. Buyer is really interested in—not details but results—and he can get it only in one way, and that is **IN THE CAR ON THE STREET**.

Question: If you take a prospect all through the various mechanical features of the car in order to interest him, and then find it necessary to demonstrate to him afterward in order to have him understand what it all means—why not demonstrate first, and all of your explaining may not be necessary?

One thing is certain—a demonstration fairly shouts answers to questions in the mind of a prospect which he may not have committed himself on. All of which you want to happen. So **SELL 'EM IN THE CAR ON THE STREET!** Only, do it often and the rest is easy and pleasant.

THE HUDSON TRIANGLE



Vol. XIII, No. 2

and Essex Topics



Feb. 1, 1925

Here Are Fundamentals in Selling the Essex Six

Hard work will sell the Essex even if it isn't applied to the best advantage. But work applied to the right market in the right way will bring results multiplied many times. Hence these suggestions:

1 *Where the Essex market is.* Your sale of Essex cars should be at least 70 per cent to present owners of low priced four-cylinder cars. It may safely be as high as 90 per cent. If you are not getting a great volume of this type of business—whether you are salesman, dealer or distributor—you are not applying your efforts in the market where your efforts will be most profitable. True, there is some demand from other sources, but the demand which means volume is the demand which will come from this source. Concentrate on it.

2 *How to sell the Essex. DEMONSTRATE.* The Essex is so outstandingly a car of ability in every respect of performance that you waste your time and fail to tell the full story if you attempt to describe it verbally. Answer all your prospect's questions by soliciting him to ride and drive the car. Use all your sales ability to get him behind the wheel. Check the success of your interview on whether you get the prospect to drive. The sales will come—*volume sales*.

3 *Volume of sales.* With the Essex at its present price it is necessary for every salesman, dealer and distributor to sell more cars to keep his totals even with former years, and considerably more cars to exceed former years by a proper percentage. The fortunate thing about this is *that it can be done*. No other car ever produced by the Hudson Motor Car Co., and very few cars indeed ever produced by any company, have the width and extent of sales possibility of this Essex. If you will direct your efforts correctly you will sell many of them—and to maintain and advance your business interests you *MUST* sell many of them.

4 *Get the orders now.* With the market as competitive as it is, use every effort to close sales the first time you meet the prospect. It is to the interest of the salesman, dealer and distributor to meet as many prospects as possible, and to spend as little time as possible with them in closing the sale. That means intensive selling—a genuine attempt to close the prospect the first time and every time you see him. Where the prospect seems to want to put off purchasing until Spring, bear down with all energy on committing him to an Essex on a definite Spring delivery. This is one sure method of obtaining a real volume of business.

Of Hudson it is now said everywhere: "The World's Greatest Buy." And motor buyers in the largest sales field in the world are turning to Essex. Now is the time to catch this tide. But don't just drift. Apply your efforts with all the more energy because there is now every opportunity to make them of extraordinary profit.

Hudson Fleets Gain Way in Big Sales

ESSEX fleets are fairly well known through the Hudson-Essex organization. Perhaps it is not so well known that many distributors and dealers are now selling Hudson fleets. Some of these are for taxi use or other business purposes; others are the recent and interesting development of "family fleets"—that is a number of Hudson cars sold to the members of one family.

W. H. Wray, distributor at Gastonia, N. C., writes us:

Nine in One Family

"To one family who already owned one Hudson Sedan, one Hudson Coach and two Essex Coaches, the writer has just sold five additional Hudson cars—two Sedans and three Hudson Coaches. This gives us a total of nine Hudson and Essex cars in this family circle. Can anybody beat that? P.S. We have still another family with seven Hudson and Essex cars."

The owner of the nine Hudson and Essex cars has written Mr. Wray that he believes Hudson-Essex Coaches and Sedans are in a class by themselves for value and that he is glad to have his family fleet standardized.

Ideal for Auto Livery

William Steinhardt, distributor at San Antonio, has sold 31 Hudson Sedans and Phaetons to the Morse Auto Livery of his city. A. J. Morse, the head of the concern, writes Mr. Steinhardt that in purchasing this fleet over a period of time he has displaced a number of cars which sell at a much higher price than the Hudson Super Six, because he obtains more value for his money in buying the famous Supers. Mr. Morse says the operating expenses of the Hudsons are low, and that particularly "since parts prices have been reduced an average of 25 per cent or more," repair expenses are most favorable.

A Fifty-Car Fleet

The Aaron DeRoy Motor Car Co. of Detroit has just closed with the Checker Taxicab Co.—which maintains one of the finest taxi fleets in the whole country—an order for 50 Hudson Sedans. The cars were sold under most competitive conditions, and under circumstances where a good deal of skilled merchandising was necessary. The sale has been a great success not only because of the profit involved, but also because the cars strikingly advertise Hudson value to the whole city.

Another Family Fleet

A. Edloe Donnan, Jr., distributor at Richmond, Va., writes that he has as steady customers two brothers who have purchased 7 Hudson cars in the past year. Each of the brothers keeps two or three cars all the time. They are thoroughly sold on the Supers and make a practice of repurchasing nearly every season, which they find advisable because of the large Hudson trade-in value.

Demonstrate First of All

WHATEVER THE ARTICLE, SHOW ITS USE TO SELL IT

WE have urged many times the effectiveness and the necessity of the demonstration, believing it a vital factor in closing Essex sales particularly. A letter has just come from the Fuller Brush Company, the concern that revolutionized the selling of all types of brushes and made an unprecedented success of it. This letter, written by the Secretary and Executive Sales Manager, George H. Abercrombie, is worth reading by everyone who sells Hudson and Essex because it points out just what demonstrating does in selling any article. Read it:

"The demonstration is the most effective part of our selling program. *Without it there would be no sales.* As proof of this point, many manufacturers have attempted to sell a similar line of goods through stores—but time, and a small amount of it, is all that has been required to have them drop out of the picture.

This Goes too for Motor Cars

Seeing is Believing

"Our goods simply cannot be sold without a demonstration. When you come to analyze this situation, it is no more than would be expected. First, we have a product with which people are normally unfamiliar. *Second, no one realizes what anything will do by being told about it. One must actually see to believe.* Third, in selling a new article, regardless of what it may be, there is no selling argument so powerful as the prospect's own mind, after she has used the article in question.

Using the Product Makes the Sale

"To trace this through fully, let us take a radiator brush—it is a queer looking article and one would never suspect its use. Our men of course explain its use, its qualities, the workmanship that goes into it, and all that—and those things are sales points.

The Crowning Touch

"But the crowning touch is when they step over to the radiator and pass it through the coils, bringing out an accumulation of dust that it has been impossible for any other brush to reveal. Then we pass the brush to the customer—'just try this yourself, Mrs. Jones!' The result in sales is almost phenomenal. [Of course. The lady really *has* to buy or admit she is willing to have a dirty house.]

"There is a particular point which I would like to stress here, in which I know you will be interested; and that is, that although we may cover a territory any number of times, the salesmen always make a demonstration at each call. One might say that this is needless—that a person would have remembered the previous demonstration. But—people *don't* remember things. They have at most only a sort of a hazy, sketchy idea.

They Demonstrate at Each Call

Refreshing Their Minds

"Though they may tell you they are perfectly familiar with an article, in the majority of instances, upon going through a demonstration of it and showing what it will do, they find many points with which they were not familiar, and the others are renewed in their minds with additional force.

They see again the efficiency of the article and their desire to use it leads to a purchase.

Apply This to Your Own Sales

"I believe that this one phase of our demonstration work is of unusual importance and we particularly stress it in the training of our salesmen. Always demonstrate!" [For motor cars, demonstrate *first*; many times an explanation will then be unnecessary.]

Mail Campaign To Aid Essex Program

ABOUT the time this Triangle and Topics reaches you, the Factory will be offering to all distributors and dealers a direct-mail campaign which we have planned and designed to interest the widest market for Essex cars—low priced car owners.

This campaign is not to be offered free of charge, because it is general experience and simply human nature for free material to be taken lightly—and badly used or not used at all. But the Factory, using its purchasing power, has been able to design and print this campaign at a figure so that it can be offered at not more than 50 per cent of what it would cost if printed locally.

Campaign Offered Complete

This campaign will come in five separate mailings. We prefer to handle simply the literature, but we also have been in touch with mail-list houses, and shall be able to serve those who wish lists along with the literature. In this case, literature will be prepared, folded, addressed, stamped and mailed from Detroit, and a list of those to whom the campaign is mailed will be supplied with the campaign.

The list we have in mind has been selected, first, because it offers the widest possible market for the Essex car—practically everyone on the list has the financial means to buy an Essex and furthermore has the motoring habit. Second, nearly every one of the cars which would be offered in trade as a result of this campaign, can be turned over promptly and without trade-in losses.

The Mailing List

We have been able to obtain these lists (except in certain States, where they are unobtainable) on a national scale from the concern which we consider the leading mailing list house in the country. This is not to say that it is a perfect list. All mailing lists have imperfections. We say merely that it is the latest and the best list available.

The distributors and dealers who assist their salesmen by ordering this campaign should find it fruitful because it will be offered at a season of the year when buying normally begins on an active scale. We shall be able to start mailing by February 15, and will continue to mail in the sequence in which orders for the campaign are received.

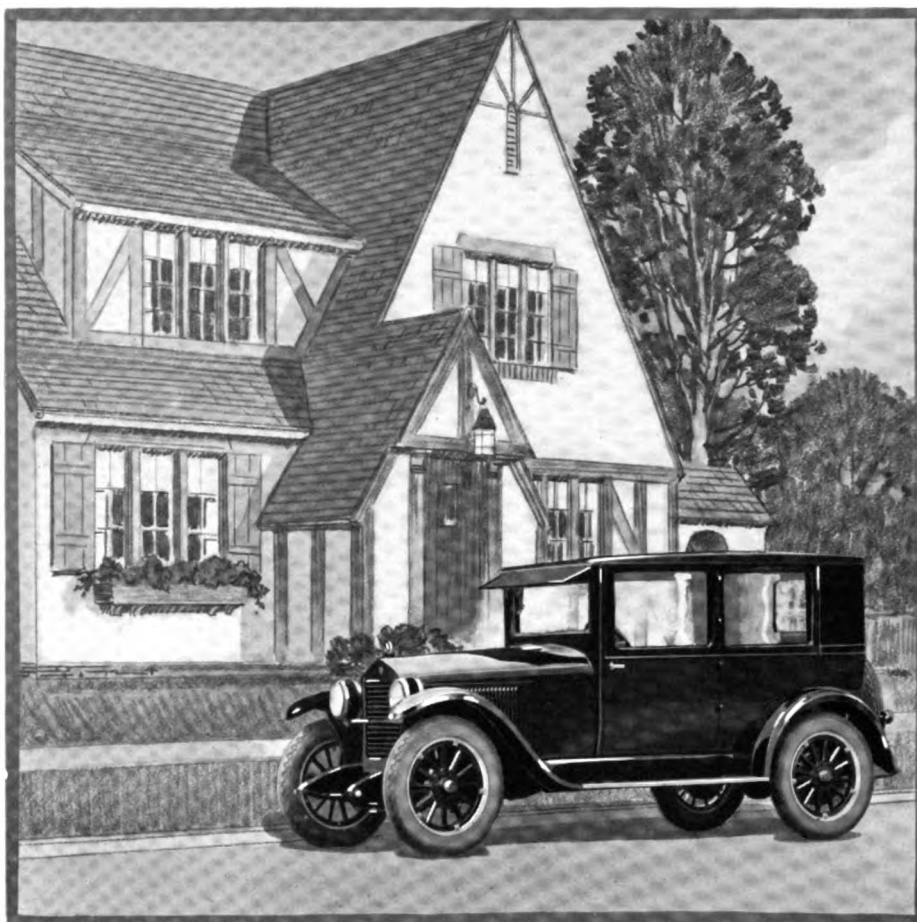
Lists of Prospects

With the list of prospects which we shall furnish with the campaign, distributors and dealers may supply to salesmen lists of possible prospects who will be well worth working. The campaign itself includes three post cards which ought to bring a substantial number of inquiries into the salesroom—but this is not to say that any live selling outfit will wait for the prospects to come in of their own accord.

Please watch for the offer of this campaign. You will receive a sample of it and a quotation price. This price will include the imprint of each firm which orders—street address and 'phone number. In our opinion, the firms which are enough in earnest about this campaign to invest their money and effort in it will find it of most substantial profit. The price of the campaign will be included in the letter which encloses a sample. Please do not fail to give this proposition your most thorough consideration.

A Letter to the Neighbors

WHEN YOU SELL A CAR LET THE WHOLE BLOCK KNOW IT



THE gaining of prospects for Hudson and Essex cars from among the friends of those who already own them is an accepted practice of selling by nearly all Hudson-Essex distributors, dealers and salesmen. Here is just a slight variation of the same plan which doubtless will prove profitable:

When you sell a new Hudson or Essex car to a man, it naturally creates a bit of interest all through his neighborhood. The car probably is noted all up and down the block.

An excellent way to capitalize on this is to follow each sale, to look up in the city directory the names of all persons who live in the same block as your purchaser, and then to write them at least one personal letter asking them to notice their neighbor's new car and to inquire of him how he likes it. The text of such a letter might be as follows:

Dear Sir: Have you seen the fine new Essex (or Hudson) car we have just de-

livered to your neighbor, Mr. Hudson E. Owner of 1000 American Boulevard? Mr. Owner, like most motorists today, looked around rather carefully before he made this investment, and well he might, for the buying of an automobile is worthy of serious thought.

We are confident that the Essex (or Hudson) car is the best value on the market, and we are prepared to deliver one of them to you for (name your delivered price).

Hudson and Essex Coaches are the only enclosed cars in the world which sell for *actually less* than open cars on the same chassis. This is because 90 per cent of Hudson and Essex business is in coaches; Hudson-Essex is the industry's pioneer in coaches, and it has brought them along the furthest as to basic value and the most reasonable price. May we not have the pleasure of demonstrating to you one of these fine cars?

If you are interested in a motor car investment, please get in touch with us and we shall have one of our salesmen tell you all about our proposition.

The Hudson-Essex 100-Car Men

WHO are the 100-car salesmen of the Hudson-Essex organization? We know of some salesmen who run around 175 to 200 cars a year, nevertheless any salesman who handles 100 of them is doing a real volume. If you are such a man or know of one, will you please send his name to the Triangle and Topics!

Price Margins: Last '24 Cars: Champions

ALEX S. CLARK of the Hudson-Clark Company of St. Joseph, Mo., says: "We ask people if they can tell us the difference in price between an Essex Coach and the lowest priced enclosed car. In only one case in about twenty is the guess within \$100 of being correct. This always gives us the opportunity to go into the really very small difference. A repetition of the great price advantage on Hudson and Essex Coaches is the most valuable sales assistance we can give our merchandise."

★ ★ ★

"And the low price of the Coach," Clark continues, "gives the right opening in the right place to tell of the wonderful Sedan values." This concern used the "A-Million-Shall Know" campaign enthusiastically.

★ ★ ★

THE Inland Auto Sales of Chicago would like to know who delivered the last Hudson or Essex in 1924. They delivered a special Hudson Coach at 6 P. M., Dec. 31, and one of the salesmen said he guessed that would wind up business for the year. But Ed Kern, another salesman, didn't believe it—and backed his belief by starting out after one of his prospects. Ed delivered that 5-passenger Hudson Sedan at 11:15 that evening and furthermore, says he's going to work the same way in 1925.

★ ★ ★

A prime instruction of the great merchant, Marshall Field, to salesmen was, "Don't Talk, Show the Goods." So, in selling Essex, don't talk—demonstrate.

★ ★ ★

AN Essex owner who drove his Six considerably more than a thousand miles from a point near Detroit to Quebec, wrote this stirring testimonial: "Here in Quebec City, same air, same water, same car. Still going strong and the Essex is splendid on the hills. No Ontario Temperance Act here—God save the King." It is because of Essex performance that you can base your sales program on finding the right prospect, and then demonstrating the car.

★ ★ ★

One successful salesman tells us that he has practiced up five strong closing talks. Each of them he has rehearsed until he can use it most effectively. When he senses that the right time in the interview has come he goes right into this closing point strong. As he has more than one of these he isn't in a hole if the first one doesn't work.

★ ★ ★

JESSE P. GUILFORD, amateur golf champion, has just selected his second Hudson Coach, purchasing it from the Henley-Kimball Company of Boston. His Hudson, purchased two years ago, was driven over 30,000 miles at small expense and with great satisfaction. As Mr. Guilford has many important business and golfing engagements it is necessary that he be sure of getting around on scheduled time. His old car never failed him, so what was more natural than repeating? The Henley-Kimball Company made sales records in 1924 increasing their business 50 per cent over 1923. In December their sales were almost double those of the next six-cylinder competitor.

Essex Cars in Business Use

DON'T MISS THE SPECIALTY FLEET ORDERS



A NOVEL use of the automobile in advertising is being made by The Fegely Radio Shop of Pottstown, Pa. The cars used are a small fleet of Hudson products—three Essex Coaches and two Hudson Sedans. This is an example of how Essex and Hudson cars may be sold for business uses.

Each of the cars is rigged as a radio receiving station. The loud speaker is placed at the rear of the car; the radio set on the

floor immediately in front of the rear seat; and the 1200 foot aerial in the top of the car.

Placards announce that the Fegely Radio Shop is giving the traveling concert. The Hudson products were chosen as most suitable after an exhaustive inquiry. The five cars thus are doing daily duty not only in advertising the radio shop, but also Hudson and Essex cars. Naturally the manager of the Norris City Garage, M. Earl Evans, is delighted with this publicity of so unusual a nature.

For Prospects---Ask Your Owners

THE most productive source of prospects," says Walter E. Evans, Sales Manager for the John Doran Co. of Spokane, "is in the owners of Hudson and Essex cars." The Spokane firm has worked out a thorough system to see that this business is intensively worked.

"When one of our salesmen sells a car," says Mr. Evans, "his work has just begun. A major part of the salesman's business is to get in touch with all his owners 30 days after the sale, 60 days after that, and each 60 days thereafter—six calls in all in the first year of ownership. The salesman's primary business is to find out if the car is working satisfactorily. If not, he gets in touch with the service department, and then the owner, the salesman and a service man ride the car together.

Tip-offs to Owners

If the trouble is due to wrongful driving, the owner is tipped off on the proper method of handling these particular cars. With so many owners coming to us from other lines, there are many Hudson and Essex drivers today who need this advice. If the salesman and service representative cannot satisfy the owner, a member of the firm gets in touch with him and sees that he is satisfied. There is no charge whatsoever.

"Our gain from the system is first, that we keep a well satisfied list of owners, and second, that one of our salesmen rarely makes such a call that he does not pick up from two to four or five prospects—friends of

the owner. Of all the prospects whose names reach our office, these have proved the most fruitful. Especially when we have really been of value to the owner we find that his word is passed on to his friends. The sale to them is three-quarters made when we get their names.

Means Steady Business

"This plan of course is only one of several, but it is far-reaching indeed, taking us both above and below the average Hudson-Exssex level. Further, it means a steady and substantial business.

"The trend today to Essex from owners of lower priced cars is indeed striking. We reach many of them by the plan mentioned—others differently. The important thing is not so much the method as it is to have all our organization understand that when we get in touch with this very numerous class of buyers, the volume sales of Essex naturally follow."

ONE salesman does this to good advantage: In his pocket he carries a dozen or so postal cards. A few days after he sells a car, he gets in touch with the owner and asks him how he likes his investment.

The answer is favorable, and then he asks the owner to say so on a post card to a few of his friends. Nine times out of ten he'll do it, and that results in some A-1 prospects.

THE HUDSON TRIANGLE

and
Essex Topics



Vol. XIII, No. 3



April 1, 1925



Coach No. 250,000!

Thousands More are Coming—Be Ready



COACH No. 250,000 is coming to you. It will leave the Hudson-Essex plant this month. At the rate of 1,000 cars a day it is approaching. The Coach has made Hudson-Essex the largest manufacturers of six-cylinder automobiles in the world.

The Coach—with Hudson-Essex chassis excellence—is bringing to Hudson-Essex distributors, dealers and salesmen the greatest business they ever have known: an ever increasing business, too. No concern approaches Hudson-Essex in coach-building experience. When motorists think of coaches they think of Hudson-Essex.

But this is not the time for self-congratulation or let-down. If your business seems rushing, remember that cars are coming to you at a much faster rate than ever before, and will continue to come at even a brisker pace. No one can afford to overlook any opportunity to gain and develop more business—and certainly both Hudson and Essex now have exceptionally wide possibilities.

The Hudson Coach—powerful and attractive—appeals to men who have \$2,000 cars in mind, yet its price is so favorable that owners of medium priced fours and sixes supply it with thousands of prospects. The Essex Coach reaches *down* into the most numerous market in the world and reaches *up* farther than most of us realize.

Aggressive selling will develop these profitable markets. It will bring present business and assure future results. The Coach market has been won by consistent and increasing hard work. Now to prepare for the next quarter million!

Here are Two Plans to Enlarge Your Markets

By HARRY G. MOOCK,
Promotion Sales Manager

HOW to enlarge sales—how to expand markets—these are two questions which vitally interest every distributor and dealer. We have two suggestions on Hudson and Essex cars, one for the larger cities and one for the medium and smaller sized communities.

1. First, take the cities. In almost every city of 100,000 and over, and in many much smaller than that, there are large groups of foreign-speaking peoples. Some have become Americans in all essentials; but there are other racial groups whose speech, habits and business customs are vitally different from the American.

A 40 Per cent Total

In some communities this type of population is as high as 40 per cent of the total. There are Turks, Slavs, Italians, Syrians, Belgians, Portuguese, Magyars in far larger numbers than ever has been realized. They have money—plenty of it.

Real estate firms, department stores and even conservative banks have gone after their business by opening stores or branches in their own colonies, and by engaging salesmen who understand their language, their customs and their prejudices.

These people do not buy in nearly as large volume from an American as from people of their own nationality. Even if they pride themselves on a smattering of every-day English, it is all but impossible to describe such an article as an automobile, or to understand their wants if they require service on a car.

Would Buy Many More

This is not to say, of course, that they do not buy some cars today; but it is safe to say that not nearly as many Hudson and Essex cars are sold to them as if they were approached by salesmen they could understand. The good part of it is, that there are large numbers of foreign-speaking salesmen in other lines now; and that they generally can speak not just one, but several languages. Some of these nationalities are used to dealing with salesmen of another race; in other cases there are most bitter prejudices and feelings to be avoided. The subject is one for careful study, and that study is worth while because the market is very large, very rich and responsive when properly approached.

1200 Cars a Year

There is in Detroit today a dealer for a four-cylinder car, who started to sell primarily to one foreign group four years ago. His present volume is 1200 cars a year—and he is not appealing to the city's biggest foreign-speaking group either. Proportionate results can be obtained for Hudson-Essex where a systematic and energetic appeal is made—possibly by foreign-speaking salesmen alone, or by dealerships properly placed, or by adding foreign salesmen to present dealerships. The job is man-size, but the possible profits are more than worth the effort.

2. The second field is in the larger sale of Hudsons in the smaller communities. Essex is the bread and butter there, but there is plenty of Hudson cake if the effort is made. At its present price, the Hudson coach should receive real sales effort no matter how small the city or town. And there

are few vicinities indeed where a few Hudson Sedans cannot be placed.

There is the thought in communities where the Hudson Super-Six is not as yet well known that it is a high priced car. The small-town buyer, unless he is otherwise advised, may think of it as too large and expensive for him. It is the job of selling to tell the present Hudson price and quality—to show that it is unrivalled in price as well as in merit.

No Interference

This far wider development of the Hudson Coach market, and the increase of the Sedan sales too, can be undertaken without in any way affecting the present popularity of Essex. It gives the opportunity for expanding business, and this expansion may run from 25 to 40 per cent in your sales volume for the year.

We can't stand still. We are all looking ahead for larger and more profitable opportunities. The two above suggestions are offered as constructive methods to benefit all Hudson-Essex men who sell, be they distributors, dealers or salesmen.

H. O. Harrison's '49 Dinner Party



ONE hundred and fifty Hudson-Essex motor car dealers and executive members of their organizations attended a banquet and sales convention at the San Francisco headquarters of H. O. Harrison Company, Northern California and Western Nevada distributors. The entire top floor of the Harrison establishment was transformed into a '49 camp and each guest wore early California costumes. B. M. Taylor, general manager, ably assisted Mr. Harrison in making the event a huge success.

"All over the country, as in our own community, Hudson-Essex sales have strik-

Car-a-Day Star Keeps Pace For Month

WHO are the "car-a-day" salesmen in the Hudson-Essex organization? In this booming spring season, there must be lots of them.

Oakland, Calif., has in Bert Spear, a go-getting salesman who maintained that rate of selling for the whole month of February—a season corresponding to the present period in many sections of the country.

Mr. Spear works for the hustling firm of Hamlin & Wichman. On Feb. 28 he had 26 cars marked up, and set about to get the two additional orders which were necessary to establish the "car-a-day" basis.

Two Sedans Did It

He closed late that evening a sale of two Hudson sedans to a merchant which brought his average just where he wanted it. His sales record covered both new and used cars.

"Just talk transportation value," is Spear's recipe for building volume sales. On new Hudson and Essex cars, I talk as little as possible and demonstrate as much as possible. It is mighty easy for a salesman to get too fond of hearing his own voice—to try to tell things that can better be shown."

ingly increased because Hudson-Essex had the pioneering courage to build the coach, and tonight we honor the coach," Mr. Harrison declared, pointing to an old Wells Fargo stagecoach occupying a conspicuous spot in the setting. And while Hudson-Essex conceived the coach, it was not content to let someone else develop the idea, but already has built over 210,000 of them. Their invention and sponsorship of the coach all during the period when it had to meet opposition and even ridicule, is one of the industry's greatest examples of leadership. For a long time to come, the man who thinks of coach will think of Hudson and Essex."

Business is Fine? Then Keep on With Advertising

By W. A. JAMES,
Assistant Sales Manager

THERE are two effects to be sought in advertising. The first is the immediate effect. That means, all talk and theory to the contrary, that if an advertisement does not show immediate sales results, it is not the strongest and best advertisement possible.

The second is the long-run pull. It is also true that an advertisement which pulls in sales but which fails to build for the company permanently, falls short of the best type.

On the basis of immediate sales, there is generally no immediate necessity for advertising. Many firms are oversold on cars, or rather, they are *seemingly* oversold. It is doubtful if any concern ever has so many first-class deals, or so many orders which involve no used car at all, that it couldn't take another.

A Permanent Business

But on the basis of building a permanent business, and of maintaining the Hudson-Essex story of Product and Price before the eyes of all motorists, there is every reason why advertising should continue on a consistent basis. The advertising dollar spent now will bring its profit.

In the past few months, very many Hudson-Essex dealers have graduated from the ranks of spasmodic advertisers to the select and profitable classification of systematic advertisers. They have tied in with the regular Hudson-Essex program of advertising, and are now obtaining the best returns for the money spent. How do we fix this program?

First to consider is the program or series of advertisements in the great national weekly and monthly publications. These advertisements are paid for entirely by the Factory. The story of the products is told steadily and consistently.

Your Ads Similar

The newspaper advertisements are purposely made very similar to the ones run in the national publications. Thus the newspaper and the magazine advertisements tell the same story at the same time in almost the same fashion. Signed to the advertise-

ment in the newspaper is the business name of the Hudson-Essex dealer who is advertising on the regular schedule recommended by the Factory.

Now, one of the best known things about advertising is that this repetition is very highly effective. It is from *two* to *five* times as effective as if the ads were not alike. The magazine ad backs the newspaper effort, and the newspaper ad helps the magazine one along. Both together they put the story over with a big strong effect.

Open to Nearly All

The benefits of this program are open to any dealer whose newspaper has a circulation of 850 or over. He can order the program put into effect in his territory, and the rest of it is easy. The advertisements will be sent ready-prepared; there will be no detail to care for; and one-half of the advertising bills for this schedule will be paid by the Factory and one-half by the dealer. The Factory is so sure that this plan of advertising is right that it matches the dealer's dollars with its own. On the other hand, it strongly disbelieves in spasmodic or irregular advertising, and declines to invest a cent in it.

Any dealer desirous of the benefits of this advertising plan in his territory should get in touch with his distributor, and find out all the facts in connection with it.

H. P. Federspiel

We greatly regret to announce the death of Mr. H. P. Federspiel, former assistant sales manager, who was so well known and so well liked by Hudson-Essex distributors and dealers.

Mr. Federspiel, who died suddenly, was buried in his old home city of St. Louis, Missouri, March 17, 1925.

One Es-six Sells Another; Try a Follow-up

ESSEX cars are selling in ever-widening circles.

A dealer in Indiana sold an Essex Coach to a railroad engineer, and there promptly followed four orders from other engineers.

An Essex was sold to an employee of a motorists' club, and three more Essex Coaches went into the same office within ten days.

A Michigan dealer sold an Essex Coach to the commander of a Post of the American Legion, and there are an even dozen additional cars in that Post today.

A Chicago dealer began watching neighborhoods, and after selling one Essex Coach in a block, sold five others in the next month.

Same Story Everywhere

The story is the same everywhere. Wherever an Essex is sold, it sells more cars. The owners themselves are your best demonstrators. Their liking of the Essex is your best sales talk.

This situation, however, can be still further improved by a systematic method of following through on Essex sales. One dealer we know of, when he sells a car, sends a post card to every other family in the block asking them to take a look at the new car.

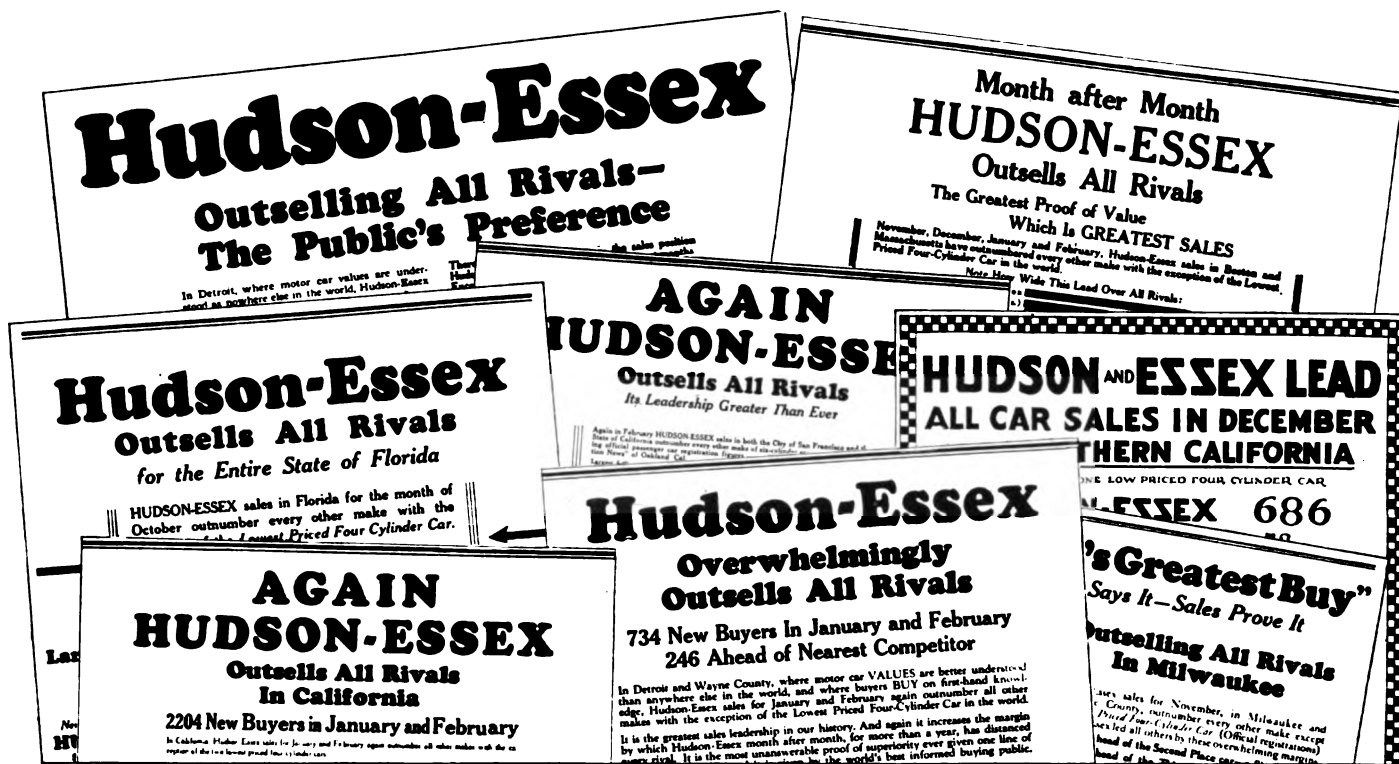
Selling His Friends

Nearly all good salesmen keep in touch with their customers the first 30 days of ownership, and in that way gain many prospects they never would have obtained otherwise. An owner's acquaintances may spread out either through his neighborhood, club, his lodge or organization, his business, or his hobbies. Any salesman who can get into the group which this man sees most often is certain to provide himself with a constant source of business.

Essex business is big today, but it is only a fraction of what is to come, and the salesman who intends to make consistently big commissions is the one who will capitalize on the Essex's ability to sell itself wherever it is given a chance. Try this plan along with your other sales methods.



Here is a photograph of E. L. Watkins, Hudson-Essex dealer at Drummondville, Quebec, who has proved that even below-zero weather can't stop sales when a determined man goes after them. The population of the Drummondville territory is limited, but business has been highly satisfactory for Mr. Watkins.



HUDSON-ESSEX has forged into six-cylinder leadership. The advertisements displayed above—a few chosen at random from many others—tell the story of nationwide success. From Massachusetts on the Atlantic to California on the Pacific, from Michigan and Wisconsin in the Great Lakes region to Florida on the South, Hudson-Essex is the line of cars the public wants. The story may be told in few words—(1) Product, (2) Price, (3) Selling Organization.

- 1 Hudson-Essex unrivalled experience in coach-building, and the unmatched value of the Hudson-Essex chassis, bring about the Product.
- 2 Price comes from great volume, large resources, and manufacturing methods.
- 3 The Selling Organization is composed of men who read this message. If selling is very easy now, prepare for the days ahead. Conditions can change rapidly, and the wise selling man—be he distributor, dealer or salesman—is the one with a few deals up his sleeve. Orders for future delivery are the best guarantee of an even all-year market.

Meantime, why not check in your own community? Why not see if *you*, like the Hudson-Essex organization nationally, have the undisputed six-cylinder leadership in your territory? If you are a salesman, are you moving a larger number of cars than the men of other six-cylinder lines?

Leadership is pleasant—and dangerous. It comes as the result of hard work, and only with even more strenuous effort is it held. The cars and the price are right—and the other factor, effective selling, remains the deciding issue.

THE HUDSON TRIANGLE



Vol. XIII, No. 4

and Essex Topics

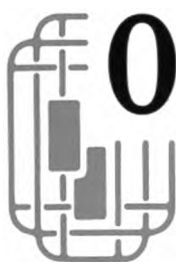


May 1, 1925



Whether Salesman, Dealer or Distributor

You Want More Cars



OF COURSE, you want more cars. Your livelihood depends on selling them—selling them, too, in good, substantial numbers. That is Hudson's business, too—making and selling cars. This present condition we foresaw last winter. It was the reason why we worked during the entire winter to build up a surplus. But the public responded to the values offered to such an extent that the reserve stock which distributors and dealers were willing to take is insufficient now to cope with the demand.

The common interest of the Hudson Motor Car Company and of every salesman, dealer and distributor associated with it is to provide cars in the numbers which the public demands.

You may be assured that the Hudson Motor Car Company is bending every possible effort to supply cars to you NOW. In the month of April, Hudson-Essex manufactured and shipped to the men associated with it more six-cylinder automobiles than any manufacturer ever made before in a month's time.

Every salesman, dealer or distributor may congratulate himself on the enormous demand for Hudson and Essex cars which this season has proved. It is a forecast of continuing prosperous business ahead.

"Isn't it a grand and glorious feeling" to handle such a line? The sale of automobiles is now a 12-month proposition and the wise seller plays it for the long pull.

You may depend on the Hudson-Essex to remain popular and profitable cars to sell. You may depend on the Hudson-Essex factory organization to spare no effort to fill the demand which has been created.

This is a great season. Operate during it with an eye to the future. You have the products the public wants, and that is the foundation of success to any man engaged in the selling of motor cars.



It's the Long-Run Policy of Courtesy and



It is Easier to Win Good-Will Than... It is to Win it Back

A CUSTOMER of a Hudson-Essex dealer went into an establishment to close the deal for a motor car. Of course the dealer was oversold. It so happened that the exact terms of sale were not just as the dealer wished.

So the salesman was instructed—this incident is regrettably true—to let the buyer wait, and then a while longer. He did wait, and he did finally change his mind and his terms. But did the dealer win? We doubt it.

Let us agree that when the motor car buyer has the advantage he frequently makes it pretty tough for the dealer. Nevertheless, now that the shoe is on the other foot, let us adopt the longer-sighted business policy of dealing reasonably, courteously and with every consideration for every buyer.

At another time, we may want that buyer's good will very badly. Conserve that good will now by treating him in a strictly business-like manner, but also with the personal courtesy and consideration which is the most important factor in building that invaluable asset of business called "good will."



Buy 'em Right of Course but... Better Yet, Sell 'em Right

IF YOU are short of new Hudson and Essex cars, of course you are watching your used car stock very closely. This is the best opportunity in months to turn it into cash on the best possible basis.

With an over-demand for Hudson and Essex cars, there is naturally an opportunity to select the used cars coming in. By putting the full, normal selling pressure on them, advantageous prices can be received, sales forces can be kept busy and your business assets turned into cash.

Then when business slows up you will be in an ideal position to accept cars in trade on the right basis to assist the sale of your new cars.



AT THE present record-breaking low price market by far in the smaller towns and

We know of one dealer who wanted distributor, with some difficulty, to substitute Hudsons for a few days, and is now more than convinced that he has a

Some of the greatest selling records ever made have been made with six-cylinder cars around the \$1200-\$1500. The number of Hudson Super-Sixes is relatively small.

It is likely that motorists there think of Hudsons as a luxury. Remember that Hudson open cars have sold at twice the price of

Aside from the market in the small and medium towns, Hudsons are sold in the large cities. Whether you can deliver immediately or not, the Hudson story in this new and undeveloped market is a

For not only is the Hudson Super-Six the best car in the market, but it is the car which these motorists will prize. Whatever has been said of the Hudson Sedans. There is someone in every town who

ADVERTISING

From *The Hexangle*—Published by the Hudson-Essex Motor Car Company

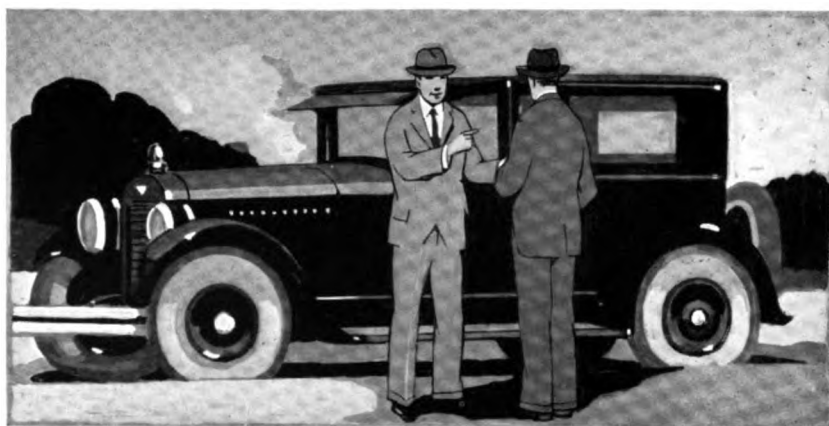
TOO many of the dealers regard advertising and publicity as some sort of mysterious juice that is turned on and off at the factory at will, something that they must either take as a whole with their eyes shut or not take at all. The very nature of publicity is vague and mysterious. Nothing could be more misleading and unhelpful than the factory's advertising policy. All the technical and mechanical details are cared for by experts, all plans and preparation is done for you.

You and your organization as well as Hudson and Essex cars are made known in your own local market and in return for this service of your time and very little of your money is asked. Therefore, however, one way in which a little time and thought on your part will greatly increase the efficiency of the factory's advertising program in your own territory to YOUR advantage and the factory's in the matter of publicity.

In general terms, publicity may be defined as free advertising. Since papers are supposed to publish news, they will regard all publicity items from the point of view of news value but news value to a metropolitan daily and to a small town paper are by no means the same thing. Therein lies a really great opportunity for dealers in medium and small towns to increase the power of their advertising many fold and to make their name known to all throughout their territory. It involves no expense and very little time and trouble.

Your local paper will be glad to get news of your doings. Make it a point to write down interesting items and send them to the factory.

Consistency that Builds Lasting Successes



Everyone Loves a Winner... Car or Salesman

0, the Hudson Super-Six Coach has a wider
unities than ever before.

x than he could get. He was persuaded by his
He sold one Hudson Coach a day for four straight
able market, indeed, ahead of him.

ese small and medium-size communities have
vel. Yet in many of these communities the present

son as a car much higher in price than it is.
figure as the present enclosed Hudson Coach.

d towns, there is now a good farm market for
begin planting the seed of future business by telling

n the field, by far, but it also has a reputation
e Hudson Coach is true and a very large degree also
buy one. Have you tried making this sale?

WHAT shall the retail salesman do who apparently has more
orders now than he can immediately fill? *The most danger-
ous thing he can do is to sit down and be satisfied.*

He can even use the present shortage of cars as a selling point in
soliciting new business. He can remind a prospective customer for
future business that he should take note of the shortage and protect
himself against similar delays by placing his order a reasonable time
in advance of delivery.

If you are short of cars now, keep right on plugging. Keep on
telling the Hudson-Essex story and keep building up in your public's
mind a decided preference for Hudson and Essex cars. Where you
can, of course, obtain definite orders; where you cannot, at least
build up a Hudson-Essex preference so strong that the order is well
on its way to you. The fortunate salesman is the man who builds
up for himself a reserve of future orders or even prospective orders.

Any salesman who wishes may call this "old stuff;" but the sales-
man who follows this course will have a lot more business and money
when the seasons turn—when hard and earnest selling once more is
necessary to bring in the commissions.

D PUBLICITY

enley-Kimball Co. of Boston

aper regularly. When you receive a new shipment of cars
new model comes out or when prices change, see that the
partment of the paper gets the word. Put some personal
in it and you'll get it published. If any of your owners tell
unusual car performance, if any of your organization sets
od record, see that the local editor gets the news. Make it
to talk with him or his assistant informally and **TELL**
THE NEWS of your organization and Hudson and Essex
You haven't got to be a writer. Give him the facts and let
ite it up.

ember that practically everyone in your territory will read
ems. They have a personal interest that is entirely lost in
city papers. Have some little item about your organization
doings in every issue, tell the story of Hudson and Essex
m the personal point of view and you'll be surprised and
to see how well known you will become. After all, adver-
s merely telling your sales story to the people whom you
buy your goods. Publicity is telling the same thing to the
people but in such an interesting way that they don't
that they are reading advertising.

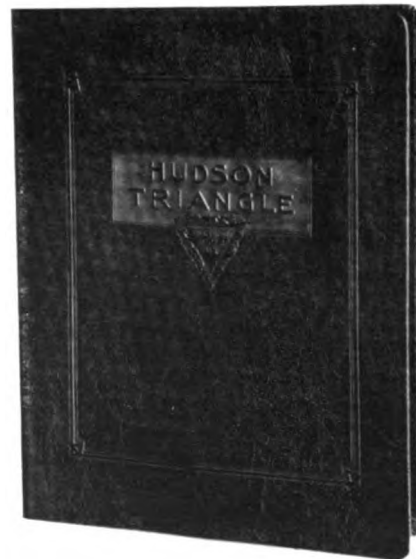
ers in the small towns have an opportunity for publicity
amount of money can buy for dealers in the big cities.
little time and a little thought to cultivate this opportunity.
urns to you and your business will be many hundred per
the time and trouble invested.

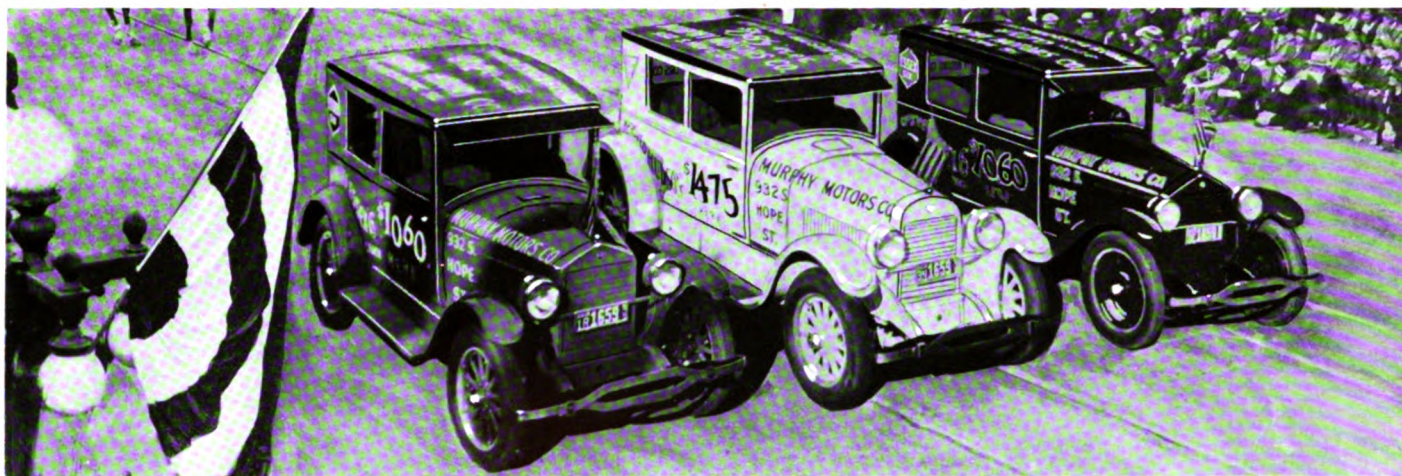
Protect Your Triangle-Topics With these Special Binders

FOR those who wish to pre-
serve their Hudson Triangle
and Essex Topics in permanent
form, the Factory has purchased
a quantity of special folders,
which are illustrated herewith.

These binders are attractive
and durable—excellent for the
tables or desks where the publi-
cations are kept. The special
price is possible because of
the quantity in which they were ordered.

Those who wish to order should write to the Advertising Dept.,
Hudson Motor Car Co. Please accompany your letter with your
check for \$1.75, and shipment will be prompt.





CARAVAN PUTS OVER THE PRICE STORY

Three Cars Form Traveling Billboards

PUTTING over the price of Hudson and Essex cars is a fundamental job in any campaign to sell them in quantities.

The Walter M. Murphy Co. of Los Angeles started a stunt some time ago which has been so successful that now it is going in good style the whole length of the Pacific Coast.

This stunt is the Red, White and Blue Hudson-Essex caravan. The caravan is made up of two Essex coaches and one Hudson coach, painted a solid red, white and blue respectively, with trimmings. On the cars are displayed the delivered prices of the cars.

Price Correction

When Hudson prices were changed recently, the concerns all along the Coast set records in making the necessary corrections.

Doubtless these caravans—which are doubly effective because the Coast particularly appreciates such efforts—have been a large factor in placing Hudson-Essex sales in the best position of their history. Hudson-Essex records are being broken monthly, and sales are surpassed only by the lowest priced “four” in the world.

The spectacular method of display has aroused the enthusiasm of Hudson-Essex selling organizations everywhere. Mr. Murphy writes to the Triangle:

Costume to Match

“The Caravan is constantly on the road, visiting schools, industrial plants, department stores, garages, and in fact any places where there are large gatherings of people. The cars are driven slowly through the streets, the bright English vermilion Essex Coach leading, followed by the pure white Vitrolite Hudson Coach, the distinctive light blue Essex Coach bringing up the rear of the Caravan.

“The three drivers are wearing costumes to match the cars they are driving, and they are well supplied with literature which they pass out while the cars are parked at some

advantageous point, in addition to answering inquiries from interested spectators.

“The colors of the cars and costumes blend harmoniously, and the Caravan is very picturesque. The red car is lettered in blue and white, the white car in blue and red, and the blue car in red and white.

“All of our dealers are now clamoring for the Caravan to visit their territories, and it is our intention to send the cars on a tour throughout

Southern California the early part of next month.

Lasting Effect

We feel that our Caravan is equivalent to three bill boards moving throughout our entire territory, and we could really never magnify the value we are deriving.

“We propose to keep the Caravan on the road indefinitely, as the results accomplished are 90% better than we ever anticipated. The average publicity stunt is a “one-flare” proposition, and then the value is lost to the public. Not so with the Caravan, however, inasmuch as it is before the public constantly, and it is reaching potential prospects every minute that it is on the road.”

ACROSS CONTINENT IN 8 DAYS

Essex Reliable, Powerful all the Way

ANOTHER proof that the Essex is a reliable quality car at a moderate price—a car of most remarkable operating ability—was given recently when two Essex owners drove from Pasadena, Calif. to Northampton, Mass. in 8 days and 9 hours.

The trip was made with no mishap whatsoever. The car previously had been driven from Massachusetts to California.

The average speed for the 3,481 miles was 26 miles an hour—gas mileage, 22½ miles per gallon—oil, 289 miles to the quart. The actual time of driving was 129 hours—or 5 days and 9 hours—with the two owners taking turns at the wheel.

The two drivers are John F. Kiniry and George F. Angerman of Springfield, Mass. The car carried 790 lbs. of baggage. A middle-southern route was used from Los Angeles to Baltimore. Thence the car went north

over the main travelled routes to Northampton.

The Essex, according to the owners, had 20,000 miles on the speedometer at the start of the trip. Much of the roads in the West were only average—and around 250 miles were distinctly poor. Nevertheless, the Essex was fully able to master them all.

The drivers, although they were not out for anything like a speed record, had every intention when they started of pushing the car and of getting through in as fast time as was comfortable. Both spoke very highly of the performance of the Essex in every respect.

While the average speed was not particularly high, the reliability and the all-around quality of the Essex made possible this unusual run. It helps to establish the truth of the slogan “The Finest Essex Ever Built.”

THE HUDSON TRIANGLE

and
Essex Topics



Vol. XIII, No. 5



June 1, 1925



The Brougham \$1595

Custom Built Quality at a Quantity Price

OF ALL the smart and handsome cars which Hudson ever built—counting even those which sold at above \$4,000—none has surpassed in beauty and fineness this new super-six Brougham.

All aluminum body construction—genuine leather rear quarters—style, distinction and lines far in advance of the times—upholstery, trimming and all details of the same standard as in all Hudson Sedans—mounted on the Hudson chassis with its famous smoothness, power and reliability—and yet a list price of only \$1595!

Without interfering with your Coach market you will find buyers for it everywhere. It has every luxury and distinction desired by men willing to pay the highest prices, yet it is within the reach of thousands who feel their motor car investment must be reasonable.

Do not neglect the keynote of Hudson-Essex success—the Coaches. *Simply this:* Now you can offer also the very utmost in style, beauty and luxury, with all the added advantages of the famous super-six chassis. What combination could be more desired?



Market Widens for Every

*Essex Again
Reduces Prices*

ESSEX REDUCES PRICES—and in doing so establishes Hudson-Essex values on a plane where, more than ever, they assure the selling organization the best business opportunity in the industry.

*Coaches
Keynote
of Business*

AT \$850 and \$1250 the Essex and Hudson Coaches will remain the backbone of the business. It is the utility and the outstanding value of these two cars which has brought Hudson-Essex business to its present volume.

*Main Effort
on the
Coaches*

THE Brougham and the Sedan are luxurious cars—cars ahead of competition in their respective fields—but cars which are complementary to the Coaches in their importance.

*Utility, Value,
Simplicity Are
Best Points*

THE attractiveness and beauty of the Brougham and the Sedan will result in a consistent volume for them. They are worthy of your best selling efforts. But it would be a mistake to let their attractions lead Hudson-Essex selling men away from the main Hudson-Essex program of utility, simplicity and price advantage.

*Your Volume
Will Increase;
Market Widens*

AT the present Essex price—and with the time payments which can be offered—the Essex Coach is an attractive buy for the buyer of ANY enclosed car. The volume which you have done on Essex to date can be greatly exceeded from now on, because the market of possible buyers has been widened by tens of thousands.

*Push
Advantage
This Cut Gives
Coach Sales*

PLEASE increase your aggressiveness and energy in seeking enlarged business. It is within your reach. The fact that Hudson-Essex price cuts have come at an oversold period is all the more reason for every energy in pushing the advantage which has been gained.

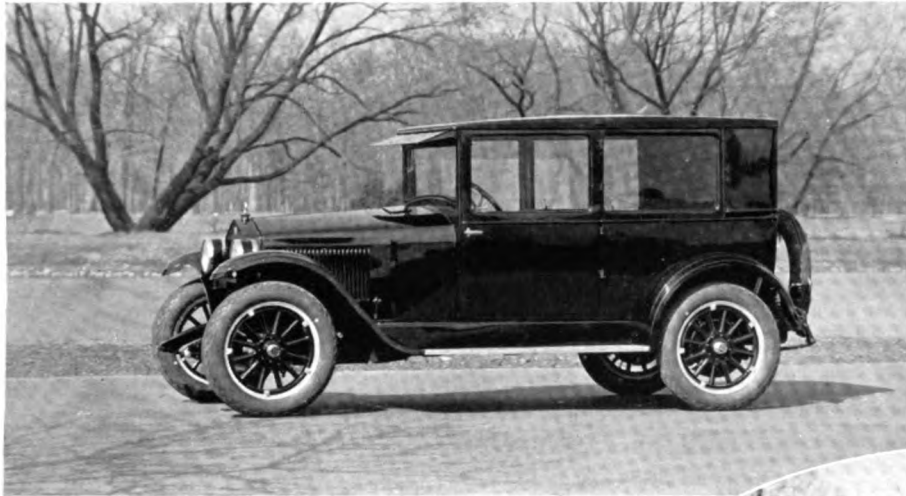
*Car Now in
Every Field
of Selling*

YOU can now build for volume business through the summer by soliciting future orders for every car in the line. In every field you have a car with its attractiveness based on values which simply are not equalled elsewhere.

*Don't Miss
Your
Opportunity*

WONDERFUL values—a consistent sales appeal all through the line—Hudson-Essex success working for you—do not let this opportunity miss or lag—push it for all it is worth.

Car in Hudson-Essex Line

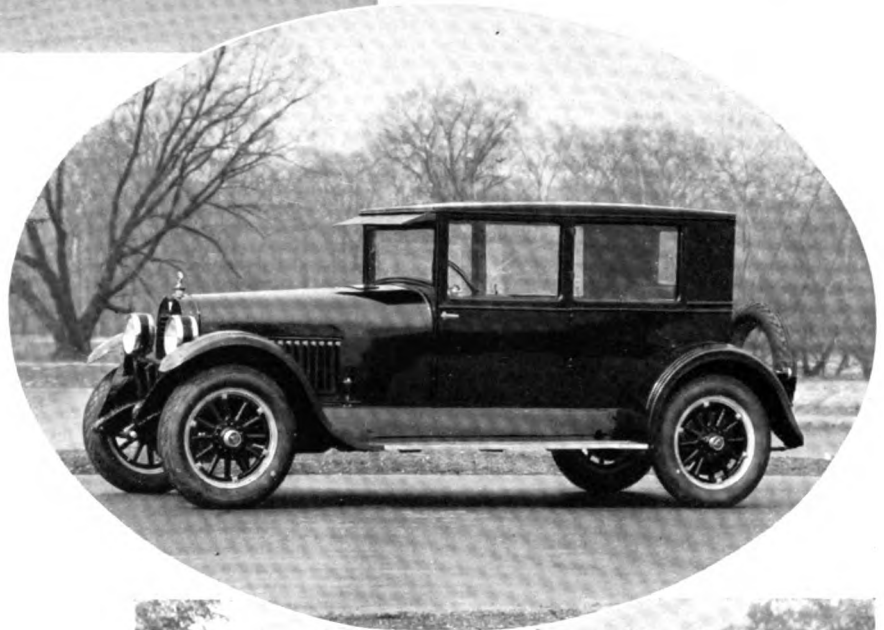


ESSEX COACH \$850

*Great as Essex volume has been
this year, now it will enlarge;
sell its value, price advantage.*

HUDSON COACH \$1250

*Show your prospects Super-Six
value and quality; and keep
telling its price to everyone.*



HUDSON SEDAN \$1795

*There is a field for this large, lux-
urious car in every city and town.
Do not miss this fine market.*



HUDSON BROUGHAM \$1595

*Beauty, style and luxury at an un-
matched price—this Brougham
enters a new Hudson selling field.*



Smaller Towns Buy Sedans Readily

YOU may be one of those dealers in one of the smaller communities who thinks that the higher priced cars in the Hudson-Essex line won't move readily with your type of buyers. If so, this example will interest you:

One distributor, anxious to disprove this thought with some of his dealers, made six of them the unusual proposition of agreeing to sell them one Sedan each and to take it back if it didn't sell in 15 days. In all cases the communities were rural trading centers.

The net result was that every one of the Sedans was sold and that each dealer came in to order another one for the display room. They found that they had entered a new and profitable market which they never had touched before.

Buyers are Everywhere

Of course the great market in small cities—and big ones too—is with cars of the lower price levels. But in EVERY community there are at least a few buyers who want fine cars. When Hudson sedans are called to their attention, they buy. The net profit to the salesman and dealer is probably that of two or three small cars.

Beside that, it helps the reputation of the whole Hudson-Essex line to have the Sedans (and now the Broughams) driven by the community leaders.

Need a Display Car

It will scarcely be possible to sell cars of this type without one to show. Prospects for such a car want to examine carefully its upholstery, its convenience and all of its details. They are making a sizeable investment and are entitled to this complete inspection. The merchant trying to sell this class of automobile owes it to his trade to have one for them to see.

Once you get a sedan or brougham on the street, you can depend on a steady demand for them. One of these cars, driven around the streets by an owner known to the whole city, will be doing a lot of silent selling for you all the time. The unmatched prices and values which Hudson offers in these super-six fine cars make them indeed "The World's Greatest Values."

Try Selling These Cars

You may think your city is different. But the fact is that every town has its own proportion of men and women who want fine, distinctive cars. The factory Brougham and Sedan production is limited; order these cars from your distributor so that you'll have them at the earliest possible date.

We believe that our offer of standardized Hudson-Essex letterheads will enable distributors and dealers to save money on this item and at the same time obtain a superior article of good appearance and quality.

Please refer to our letters of May 14, and if you find the proposition of advantage, please forward your order. This is a service where Hudson-Essex uses its purchasing power to save money for the organization in the field.

CONCENTRATE

61 CARS SOLD TO BRIDGEPORT MUSICIANS

HERE is an instance of what concentration can do in motor sales. Clarence Knapp, a trombone player with a lot of musical friends around Bridgeport, Conn., went to work as a Hudson-Essex salesman for the Erwin M. Jennings Co.

He took as the basis for his prospect list the musicians of the town. To date he has sold 61 cars to men of that profession, and last week sold two Hudson Coaches and an Essex Coach to members of an industrial band. Many of his spring deliveries were due to unceasing work all through the winter.

More and more, the musicians know and talk of Hudson-Essex quality and values. Knapp's efforts are greatly helped by this talk and by his personal attention to this particular phase of selling.

Concentration Wins

Concentration can be of several kinds: First, take this instance of concentrating on men of a particular business. Once the salesman gains a foot hold in such a group his selling efforts will be more effective because he and his products are known. Word-of-mouth is working for him.

Concentrating efforts in a particular locality, district or even a large building will work well too. The Woolworth Tower building in New York City, it is said, furnishes a field for twelve salesmen of a big adding machine concern. Thus they avoid excessive leg-work; they know their field and their prospects; they watch for firms moving in and out; they know their offices inside and out and are constantly changing or renewing equipment. Remember, the Woolworth Tower is a city in itself of some 12,000 or 15,000 adults.

Railway Men Buy

We know a Hudson-Essex distributor who began concentrating upon railway men in his city. He sold Essex after Essex to these men—



Clarence Knapp: Not one sour note in his selling.

one car helping to sell others. In another city school teachers were systematically solicited. You might try city employees, lodge members, or the members of an American Legion post.

Another manner of concentrating is by neighborhoods. If you put a car in a certain block take steps to see that other folks in the neighborhood know about it. One new car along a street ought to sell others. Concentrated effort pays better than hit-and-miss because it gets others working for you.

TRAVEL COSTS AT A MINIMUM

Essex Never Fails in 5200 Mile Trip

THE economy and reliability of the Essex Six was proved recently in a trip by every-day drivers who toured from Red Oak, Ia., to Vancouver, B. C., via the southern route and Los Angeles.

The cost of the trip complete—hotel and meals as well as motor car expense—was only 1.63 cents a mile for each of three men, so they reported to the Omaha Hudson-Essex Co. Only one night was spent in out-of-door camping.

Motor Expense Small

George Kerrihard, who kept the books for the party, said that in their 5,200 mile jaunt the car used only 296 gallons of gasoline and 61 quarts of oil. Their other motor car expenses were minor, practically the whole sum going for hotel rooms and meals.

No effort was made at speed, but the party reported that the Essex rode over all roads with no difficulty and with genuine comfort. From the estimates made by members of the party, the trip could not have been duplicated by rail for less than three times their expense.

All along the route the men met and visited with old friends, so that the tour proved most enjoyable. The members of the party were more than pleased with the manner in which the Essex performed over the whole route.

What The Trip Cost

The tabulation of expense was as follows:	
296 gallons gas.....	\$ 70.05
61 quarts oil.....	16.65
16 nights in garages.....	7.85
Hotels and meals (3).....	129.40
Telegrams and night letters.....	4.05
Washing car, twice.....	4.50
Punctures, six.....	3.50
Lights, four.....	1.85
Batteries inspected.....	.85
General repairs, greasing, work, etc.....	16.00
Total expense (3).....	\$255.40

Cost per mile per individual, \$.0163.

THE HUDSON TRIANGLE

and
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Vol. XIII, No. 6



July 1, 1935

First Place!



NO VOLUME OF BUSINESS you have ever done up to now is any standard of the amount you may expect in the 12 months to come.

The wonderfully fine business of the spring months—months that seemed the very peak of achievement—will inevitably be exceeded in the seasons ahead. This applies to every distributor, dealer and salesman.

Hudson-Essex is now the largest selling 6-cylinder line in the world. The combined Hudson-Essex sales outnumber any other line except the two lowest priced 4-cylinder cars.

It follows that in every typical community the popularity of Hudson and Essex cars should place them in a position of corresponding leadership. That consistent leadership proves that every distributor, dealer and salesman, with the right effort, can outsell all rivals.

With Hudson-Essex quality, values and prices on an unmatched basis, your opportunity for profit is in a volume business—a larger volume of business than you ever have known before.

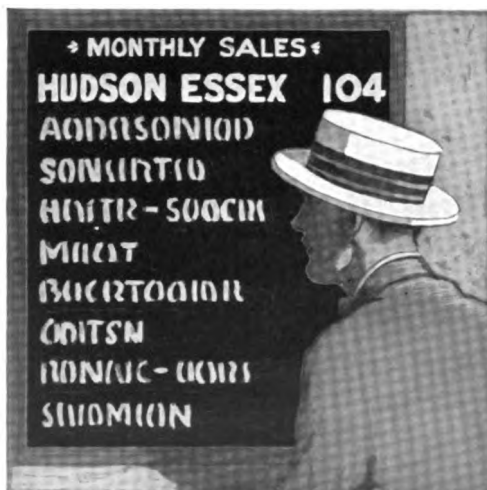
Volume Business will be the Key

See What Happened

"Will You Watch Someone Else.... Or do it Yourself?"

"SEE What Happened" is a BIG piece of mailing literature known as a "broadside," sent by John Doran Co. of Spokane, Hudson-Essex distributors, to dealers in that district. It tells how Frank Reed of Oakesdale, Wash.—a city of 148 families—sold 22 Hudson and Essex cars last winter and early spring while all others combined—fours and sixes—were disposing of eight!

"Frank Reed is a worker. A hard worker and the Hudson-Essex line are the greatest combination in the automobile business," writes Doran, and adds this summary: "What happened in Oakesdale is going to happen in your town, too. Are you going to watch someone else do it or are you going to do it yourself?"



Hudson-Essex Overwhelm- ingly Outsell All Rivals

FOR many months straight, Hudson-Essex has outsold all other cars in Detroit and the whole state of Michigan except for the two lowest priced fours. This is true of Boston and Massachusetts; the whole of Florida; Milwaukee and Wisconsin; of all California. In south-

ern California around Los Angeles, Hudson-Essex sales are exceeded by only one make of car, and not by a big margin at that.

In Utah, Hudson-Essex is out in front except for the two low priced fours. In Detroit, the spring months show Hudson-Essex outselling the next three six-cylinder lines combined; in Maine, Hudson-Essex has set the pace month after month.

This is not a complete list of leadership by any means. Hudson-Essex leadership runs from Coast to Coast, and is increasing every day.

All the records cited above are based on official registrations. This information is being added to from time to time, and if you have not already done so, we ask that you send in the record of Hudson-Essex leadership in your territory.



TWO CARS FOR

AT the new low prices of Hudson and Essex combination groups. *Of course you would* Take this combination: A Hudson and Essex. If you are willing to pay \$2,100 for one car—they do pay it for car—Hudson-Essex combination offer, they would have an

Or, think of the man with about \$2,500 money—one of the handsomest and most brilliantly performing Hudson Sedan and Essex Coach offers in the \$2,700 smaller groups. Many families need two cars and we can offer. In such a deal, the buyer gains the advantage on cars—why not individuals?

These combinations are possible only because of the low prices below all comparison. Why not start a selling program for individuals whose needs it would exactly meet.

WHAT DISTRIBUTORS

This idea of combination Hudson-Essex number of distributors for territory

R. J. Schmunk of Cleveland: "As I review the entire plan I cannot bring to mind any argument against the plan that could not be offset by 100% favor of it. Briefly, I think it is a darn good idea and we are going to take a crack at it to see what may be developed."

D. A. Harrington of Hartford: "In my opinion this is a good idea and no doubt would create more business. It would be a mistake however to let the salesmen urge this plan where it might spoil a single sale. I do not believe in special trade financial terms to swing these deals, but I believe the plan in general is an excellent one and should result in additional sales providing

of Your Success With Hudson-Essex



THE PRICE OF ONE

an opportunity is now presented to sell them in this plan in any way to prejudice single sales. Coach, \$2,100. There are thousands of men who would pay superior in value to the Hudson Coach. Buying the Hudson Coach!

money. You can offer him the Hudson Brougham at any price—and an Essex Coach in addition. The combination of a luxurious family car and an Essex for the office if they realized the proposition Hudson and Essex make motor car connection. Business concerns stand-

Hudson and Essex are now both selling at prices that are directly at this trade? You doubtless know indi-

THEIR SAY OF PLAN

Essex sales was submitted to a committee. This is what they say: The argument is used in the right way at the right time."

Walter B. Zimmerman of Columbus: "The argument is very much sold on this idea. I think it is a bang-up one and have already tried it on the neighbors. Quite often the change of cars between husband and wife is much appreciated on both sides. A two-car Hudson and Essex buy would not fill the bill."

There is on file in the Factory a list of single cars which sell at about the same price as the Hudson-Essex combination. Doubtless every organization has this same information in a way, but the list is available at the Factory for all who wish it.

What of Your Foreign Language Market?

Seven Salesmen, Nine Languages.... It Builds a Record in Minneapolis

CAN you speak in all languages to all men? That is becoming important as Hudson-Essex sales are extending in volume to many buyers who find English difficult. Here is the salesmen's line-up in Minneapolis:

A. C. Holm, of Scandinavian descent, from a farm home.

W. I. Bauman, who speaks Italian fluently.

James J. Vogel, who started as a handy man, but who is now a salesman whose command of several languages stands him to great advantage.

Harry A. Olson and Arthur E. Anderson, both Scandinavian.

H. C. Kircherer, of German descent, and a linguist.

These six men speak nine languages. All languages spoken on the floor are displayed on the entrance door. This is Minneapolis' best year by far, and the men named above, all have had considerable success in quarters where Hudson-Essex cars have not previously been known at all.

UP and DOWN Hudson-Essex is Carrying the Appeal of Value

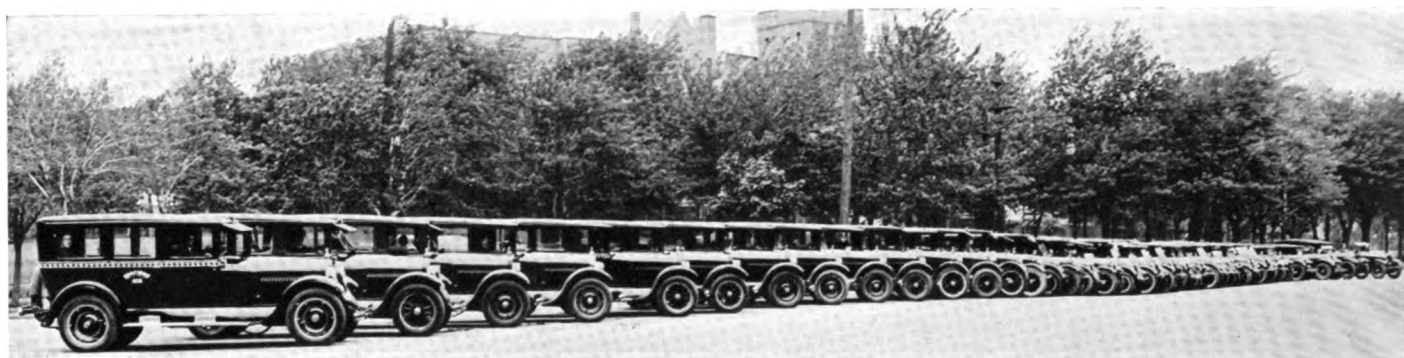
THE following letter from D. A. Harrington, distributor at Hartford, tells a striking story of what is going on in the automobile business:

"We have been working on a prospect who has been driving two high priced cars—a 12-cylinder car of 1918 and a 1920 six-cylinder coupe. He was interested in replacing both these cars with an Essex coach.

"After working on this proposition, one of our salesmen sold the 12-cylinder car for \$200 and the coupe for \$250 and closed the deal on an Essex coach. The buyer is very well pleased indeed. This whole incident seemed significant to me and I believe it will be to others."

Interesting—certainly! Hudson and Essex cars have a great appeal both UP and DOWN from their own price class, due to the fact that they combine greatest value with a performing ability which will satisfy the most exacting type of owner.





Salesmen Enjoy Best Season in Years

HUDSON and Essex salesmen are finding their reward this season in the largest sales and commissions they have ever known.

While selling effort has been necessary, and naturally always will be necessary if salesmen are to have positions of desirability, sales have been large and consistent.

In many cities, an interesting change from old-time policy in the industry has been the abandonment of the so-called "prospect file," and the awarding of commissions to salesmen on the straight basis of sales and business actually closed.

When this plan was first proposed, there is no doubt but that some salesmen regarded it as unfavorable to their interests, but the most recent sentiment among salesmen is friendly. So far as we can learn, there has been no case where this system has been installed in which it has failed to win the whole-hearted support of the men on the selling force.

It has in all cases resulted in benefits to the aggressive hard-working men, and it meets actual conditions by giving pay only for actual sales success. It encourages salesmen to close deals promptly, not to let them hang along. Salesmen tell us that this has helped out their earnings because many sales are now coming to Hudson-Essex that might have been allowed to slip along to other cars. Where the plan has resulted in incidental injustices, or apparent injustices, to men who have worked consistently on a prospect, there generally has been a quite satisfactory adjustment among the men themselves. At any rate these are incidents which will average themselves out in the course of a year.

Super-Six Taxi Fleet An Example of Multiple Sales

ANYONE who steps off a train or boat in Montreal these days is likely to be greeted by a Hudson Super-Six taxi. The Legare Automobile and Supply Co., J. O. Linteau, General Manager, has completed arrangements for the standardization of the Diamond Taxi Association on the Hudson Super-Six.

Chosen for Value

The consistent efforts of the Legare Automobile and Supply Co., and especially the competitive showing of the Hudson Super-Six, as it was gradually introduced in both open and sedan models, were the decisive factors in closing this important agreement. As rapidly as Hudson Super-Sixes can be obtained, now, they will be added to the Diamond

Taxi fleet in replacement of other makes.

Since this agreement has been in effect, the Hudson Super-Sixes have continued to give complete satisfaction.

The use of the cars on the streets in such large numbers is considered an excellent advertisement for Hudson, as taxis are severely used and shrewdly bought.

This is just another example of how Hudson cars can be sold in volume wherever a systematic campaign is made to close fleet business.

In many cities there must be similar opportunities which should not be allowed to slip by. Single sales to individuals are your largest business of course, but these big deals help build volume most materially.

Fine New Building Ready For Sacramento Dealers

THE latest ideas in construction for an automobile establishment are included in a new structure which has recently been erected in Sacramento, California for Arnold Brothers, Hudson-Essex dealers.

Fronting on two principal streets, their building has a total of 18,400 feet of floor space. Architecture is attractive, of a Spanish-Italian style, with all details of utility and convenience completely worked out. Except for the salesroom, every room is provided with skylights. A liberal use of white paint is another insurance against dark corners anywhere.

Perfect Lighting

The salesroom fronts on two main streets. Plate glass windows 12 feet high provide a perfect display of the cars from all angles. Lighting is arranged to give the cars an attractive effect.

In the service station, the natural illumination is so effective that artificial light is not necessary even on gloomy days. Shop equipment is most complete, with special Hudson-Essex tools and service devices, lathes and power machinery.

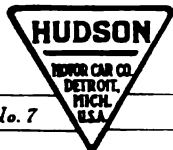
Complete Stock of Parts

A parts stock of \$15,000 is carried to provide for the needs of all Hudson and Essex cars. The entrance and exit of owners' cars is most convenient.

Arnold Bros. are the oldest automobile dealers in Sacramento and have handled Hudson and Essex cars for many years. Their success has been built on a broad policy of keeping owners satisfied. The three brothers making up the firm are: J. H. Arnold, president; H. D. Arnold, secretary; and A. G. Arnold, vice-president.

THE HUDSON TRIANGLE

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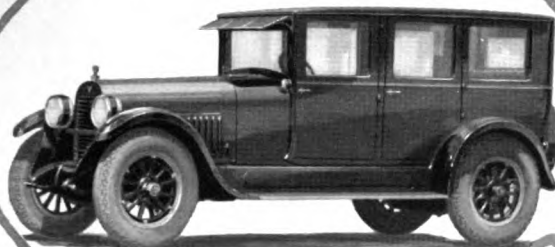


Vol. XIII, No. 7



Sept. 1, 1935

HUDSON 7-PASSENGER
SEDAN \$1695



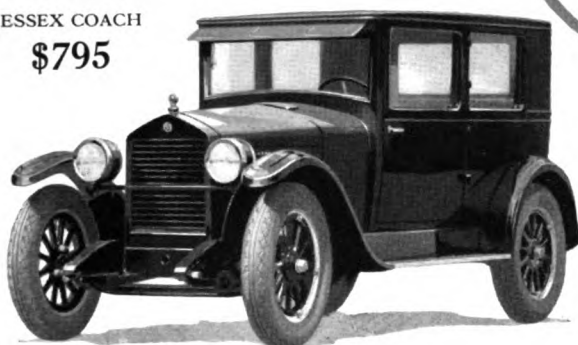
Where can you match
this car at this Price?

HUDSON COACH
\$1195



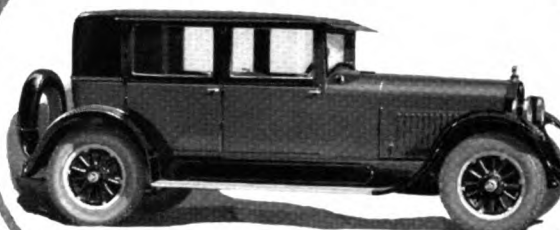
Where can you match
this car at this Price?

ESSEX COACH
\$795



Where can you match
this car at this Price?

HUDSON
BROUGHAM \$1495



Where can you match
this car at this Price?

Now More Than Ever

'The World's Greatest Values' *Everyone Says It—Sales Prove It*



OW your selling campaign is simplicity itself.

Your sales points, bearing as they do on basic advantages, need no extended explanation. They can be briefly and simply stated. They appeal to the self-interest of your buyer. Just see that he compares *values*.

You have quality cars at prices made possible by the largest six-cylinder business in the world and the greatest degree of specialization—made possible because their outstanding *value* is ably and enthusiastically presented by the whole organization in the field—because the talk of motor car owners among themselves brings an ever-growing volume of business based on value.

Make your sales stories short and simple. Tell them to more people than ever before, because Hudson and Essex now appeal to additional thousands of motorists who are looking first for *value offered*.

Then be prepared for a growing volume of business with a proportionately growing reward.

Hudson and Essex are the Largest Selling 6-Cylinder Cars in the World

Hudson and Essex, 'The World's Greatest'



Why not give YOURSELF a raise in pay?

Is an Automobile Salesman His Own Boss and Manager?

WELL, that depends. Certainly all CAN be if they are willing to take the responsibility. Let us say you want more pay. It is up to your boss—which is you. As your own boss you can determine how much time and effort you are going to give your job, and as your own manager you can run your own time.

Selling Hudson and Essex cars is mostly a matter of talking the American language and seeing enough people. If you see enough people you will make more sales. That is not solely a matter of working more hours. It is just as much a matter of MANAGING them better. It is a matter of making your calls and your conversations bring about more car demonstrations. Then talk VALUES.

Do you as boss and MANAGER see to it that you as a SALESMAN employ the full ability you have? If you want 10 per cent more pay you need not increase your ability; in your capacity as boss and manager you can simply see that your ability is used 10 per cent more effectively. It isn't so much ability that counts; rather is it well utilized and managed ability. Try for a week the giving yourself a 10 per cent better management.



TIME Now Vital To All Your Plans of Selling

TIME has become a most important factor in a salesman's earning capacity. Commissions on individual Hudson and Essex cars have dropped with the price cuts; but on the other hand the cars are easier to sell if you see and talk to more motor-buying people.

What to do about it? Of course, you cannot skimp selling effort—you cannot afford to lose any one sale when just a little more effort and time will land it.

But you can study and use the best methods to shorten sales conversations and to bring them to a point. You can study and use methods to get the prospects to learn your story by driving the cars themselves.

Sometimes cars have to be sold to several individuals. Do you use every method to get all of these together rather than talking and demonstrating to them separately—and then having the matter determined by a family conference in your absence?

Hudson-Essex cars are now more inherently desirable than ever before. Try selling them, not with less effort, but with a more pointed and skillfully directed effort.

A Car A Day

DAN T. MALONEY of the R. J. Schmitt Car-A-Day society by selling either a Hudson or Essex car has done despite circumstances that most men would find insurmountable.

Less than three years ago, Mr. Maloney never sold anything before in his life, but his natural abilities, his determination, and his hard work have made him a success.



DAN T. MALONEY

Essex Coaches sold to a large Cleveland real estate company.

NOTE: We want to hear of other men who have sold Hudson and Essex cars. Who are the Car-A-Day men?

Now More Than Ever 'T

HUDSON-ESSEX Pri

This current price reduction, together with the following price cuts, will make it possible for you to sell more cars than ever before.

1. The Hudson Coach is now more than \$300 less and the Hudson Sedan more than \$550 less.

2. Compared with war-time prices, all three models are now sold at prices that are lower than ever before. Or, put another way, the total of the price cuts is more than \$1,000 per car.

3. With this series of price changes has come a new era in the history of the automobile industry. Today this concern is indisputably the largest manufacturer of automobiles in the world. Its price has greatly increased the number of buyers and has opened up new possibilities for greater economies in buying, manufacturing, and selling.

The cars themselves have been continuously improved. The present Hudson and Essex cars are the sturdiest and most comfortable factory cars Hudson ever built. Quality has gone up and price has come down.

Now Hudson and Essex have been brought to you at prices that make your volume of business should correspondingly increase.

Values' are More Outstanding than Ever

Dan Maloney

Cleveland has joined the select Hudson-Essex for Essex car every day for one month. This he topped a less determined man.

ess servicing Hudson and Essex cars. He had as when he came to the conclusion that, with money faster in the selling end.

to sell himself to R. J. Schmunk. He was taken on trial. Maloney started to work eager to learn. In a year he was one of the Company leaders.

and Essex and house policies, Maloney is wise customers. He never loses sight of the fact that best source of new business. By many courtesies establishes himself firmly in their minds so that they think of new cars.

ry record for his first year, Mr. Maloney took of his second year and has maintained it ever far in the lead of his nearest rival. Last month of selling a car a day and so far this month has business included a clean deal fleet-order of fifteen on value and service alone.

ult themselves a real business in the selling of Let us have your story.

World's Greatest VALUES'

in the Present Line Up

merly made, has these results:

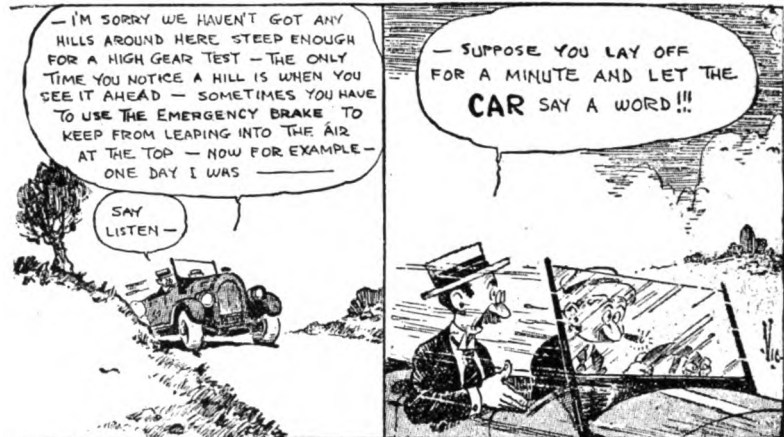
an a year ago, the Essex Coach more than \$200

at less than half the top figures for typical or s made is a greater sum than the present prices.

ndous growth in Hudson-Essex business, until r of six-cylinder cars in the world. Each drop in a time this added volume of business has made all general expenses and overhead.

tently improved while this process has gone on. eable, most comfortable and generally satis- e prices dropped.

reach of thousands of additional owners and



Your Prospect Is Thinking: Let the Car Talk for Itself

YOU see above the last two sections of a "comic strip" carried in the New York World and about 200 other newspapers. It tells the story of an automobile salesman who talked and talked while the prospect wanted to hear what the car could say for itself.

The significance of it is that it would not get into a "comic strip" unless it were basic enough to have a universal appeal. For a comic to be successful, everyone must understand and feel the point.

All the successful salesmen in the Hudson-Essex organization talk very little about mechanical details or engineering features. They talk plainly about values, they see many people, and let the prospect learn for himself how good the cars are by a demonstration.

A recent article named the following faults as handicapping many automobile salesmen:

- (1) Does not get enough new prospects.
- (2) Does not make INTELLIGENT calls on prospects he has.
- (3) Does not make service calls on owners.
- (4) Does not demonstrate the car he has to sell.
- (5) Does not work consistently and have real knowledge of his product.

All those may be true, but isn't it just as likely that the comic strip artist hit the point—we don't let the car sell itself?

Your Owners Can Earn You Money—if They Like You

HOW many Hudson and Essex owners are working to increase your commissions? How many are boosting you to your friends?

The following excerpts from a letter written to the Tom Botterill organization of Denver show that one salesman has won a recruit to his working force:

"I thought you might be interested in knowing the service I have from my Essex Coach purchased April 15. It 'perks' along so nicely that I want to tell you about it.

"We have driven more than 6,000 miles around deserts and mountains including an overland trip to California and we have had no trouble or difficulty with it whatever. The few minor adjustments which any car needs were attended to by your service station boys and they are to be commended for their courtesy and efficiency.

"But your salesman, J. K. Hoffman, does them one better. He doesn't 'hound' me, but neither did he forget me as soon as I was sold. He still calls me up now and then and asks how the car is working and if he can do anything—and I sure like that. Have any prospect ask me about an Essex."

All your owners, remember, are saying *something* about you. Is that something helping you and your prospects for success?



Selling Fleets Aids Bigger Volume

MAYOR Rowelett Paine and Mrs. Paine of Memphis are two of the warmest friends of the Hudson Super-Six sedan. Just recently the two of them took a 4,000 mile tour through the East, which confirmed them in their opinion that the Super-Six sedan is one of the world's finest motor cars.

Their trip led them through Arkansas, Missouri, Illinois, Indiana, Ohio, West Virginia, Pennsylvania, District of Columbia, Maryland, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire and Vermont. Naturally they saw some of the nation's scenes and were fortunate in meeting leaders of national importance.

The Hudson obtained a good bit of favorable notice, for newspapers quite generally ran photographs of the Mayor and his wife, with stories of the trip.

★ ★ ★

FLEET sales are of growing interest. Just recently in San Francisco, a motor car rental service bought three Essex coaches, two Hudson coaches and a Hudson sedan from Alden Mills, a metropolitan dealer. Salesmen sometimes write in to ask information on typical Essex or Hudson fleet costs. *Reliable and typical* figures of this sort are difficult to obtain. Often you can be just as convincing by giving all the figures on your own car.

★ ★ ★

HERE is an example of enterprise: A dealer at Leesberg, Fla., was up against the usual problem of a shortage in the popular Hudson brougham. But did he quit trying to sell them? Hardly. A motorist, going through the city, brought in one of the cars for washing. The dealer—the Briles Storage and Service Co.—obtained permission to place the car on display for 45 minutes. Invitation cards to see the car were very hurriedly printed and circulated on the street by boys. Several hundred saw the car, and six orders were signed. The owner, who had been the dealer's guest, had his eyes opened on the popularity and appeal of the car he was driving.

★ ★ ★

THOMAS Z. LAUTEN, distributor at Winston-Salem, read a few weeks ago that there were five Hudson and Essex cars in one North Carolina family; and he rises to remark that he has a furniture dealer in his city with seven Hudson and Essex cars, and a deal is now pending for the eighth.

Can anybody tie this mark? Check up on your "family fleets."

★ ★ ★

HENRY J. LAES, of Green Bay, Wis., will tell you that Hudsons are designed and built for lasting service. "I feel it is my duty," he writes us, "to say that I have a 1911 Hudson and that it is still working in good order. I am using it now in trucking goods. It is reliable and needs hardly any repairs."

★ ★ ★

THE strength of your Hudson-Essex selling position is not based on any particular feature or talking point, but rests on fundamental VALUE. Value will continue as the great point in Hudson-Essex advertising, and you will find it profitable to emphasize the same theme in your direct selling.

More Than 50% Reduction In Past Five Years

	1920	1921	1922	1923	1924	1925	NOW
2400	\$2400						
2200							
2000							
1800			\$1805				
1600	\$1505	\$1495	\$1625	\$1525	\$1500		
1400			\$1245			\$1250	
1200				\$1145			
1000					\$1345		
800					\$1000	\$850	Now \$1195
600					\$895		
400							
200							Now \$795

WHEN news of the sweeping Hudson-Essex price reduction reached Kansas City, the Hudson-Brace organization had the above chart "posted" on their windows, effectively lettered and 8 x 10 feet in size. Coupled up with the special newspaper advertising, "it caused more comment than any other sign we ever placed there, and was and is a real prospect producer," according to J. R. Cunningham.

It's a sign good for quite a stay, too, because the story it tells gets right down to fundamentals.

★ ★ ★

EVERYWHERE the Hudson-Essex cut in prices brought big immediate business and every indication of intense public interest. Here is what happened in some of the leading cities:

LOS ANGELES: The price reduction brought us an immediate volume of business. Sales in the city, ourselves and dealers together, 118. Surely are the "World's Greatest Values."

DETROIT: Ninety sales the day following the price cut. Corresponding business has continued with daily and weekly sales records setting new records. Detroit motorists and motor workers more sold than ever on Hudson-Essex.

NEW YORK CITY: Eighty-four cars sold on the day following the reduction, and more buying interest shown in whole Hudson-Essex line than ever before. Hudson-Essex took center of motor stage.

PHILADELPHIA: Public showed an immediate interest, 49 retail sales resulting. Many prospects and every indication of consistently-strong business.

CLEVELAND: Forty-three sales made in the first 24 hours following the reduction, and great many very live prospects obtained.

CHICAGO: More prospects were obtained in the one day following the reduction than in the whole previous week. Thirty-eight retail sales closed.

ST. LOUIS: Essex sales particularly stimulated and new prospects obtained, besides old ones revived. Twenty-two sales closed retail.

ATLANTA: Business previously good but now even stronger. Thirteen sales and much interest first 24 hours.

MIAMI: Twenty-one deliveries and orders taken. Buying interest keen and values appreciated by all prospects.

Because of space limitations, it is impossible to record further points or to tell in detail of business improvement after the first day. But the general underlying fact is that the price reduction not only brought a spurt of buying orders but that interest has substantially grown since the first day, and that this interest is an actual buying interest which results in sales.

Now More Than Ever
'The World's Greatest VALUES'

THE HUDSON TRIANGLE

and
Essex Topics

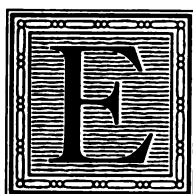


Vol. XIII, No. 9

Nov. 1, 1925

Vol. 13 No. 8 - Not Available

Fight--Standstill--or Stall



EVERYTHING has been said, either orally or with the printed word that covers Pep, Get Up and Go, Hit the Line, Work, etc., etc. And thoughts which deal only or principally with enthusiasm are fast being classified with bunk. *BUT*—

Every mother's son must make a definite decision—now. Shall we Fight, Standstill or Stall? Fall is here, winter close by. But everyone can make his own weather—Rain, Snow or Sunshine.

First there is the most important decision—to fight.

Fight who, and what?

(a) The idea that the selling season for automobiles is over for 1925.

(b) The thought that people are going to wait until spring before buying.

(c) The precedent established by the business—not by the public—that when the air becomes snappy the buying dulls.

(d) That inner man who is ready to make all sorts of excuses, alibis, for you, and who is always negative, never positive, always inactive, never aggressive.

(e) The desire to live on last month's record or the year to date—when you know that nothing is so old as yesterday's newspaper or the sales of a month past.

Fight is right. Fight it is. It's a battle that is never finished. But it's either fight or standstill. Show us the company, the dealer or the salesman who is content to stand still and we'll show you red figures on the balance sheet—now or shortly to come. Then there are those who prefer to stall. Wait until this happens. Wait until that happens. Wait until this afternoon, tomorrow, next week. Wait until it clears up. Wait until we clean up used cars. Wait, wait, wait. Stall, stall, stall—when fight, fight, fight makes its own sunshine, profit and progress.

We, here at the Factory, are going to *fight* with everything we

(Continued on Page 2)



*When the purse is full the hookworm
gets in his dirty work*

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Today is All That Counts

THE home-run king strikes out in a pinch and gets twice the "razz" that would go to just an ordinary player.

That is true everywhere in life. Yesterday's success is nothing unless continued success keeps it in mind.

The man who is good, and who is given the responsibilities and pay that go with being good, must deliver *TODAY*.

★ ★ ★
RIDE, Drive and Sell! Make that your *individual* program for Autumn. This is the season of the year for increasing effort. To maintain your volume and your earnings, you must search out your prospects.

A very successful Hudson-Essex selling man says: "Our quickest selling unit is TWO Essex coaches."

The great job for each salesman is to learn the methods which bring quick action in closing business.

★ ★ ★
THE Essex you sell is the mental picture which thousands of small "four" owners have of their next car. They have thought of such a car because of the superior comfort and satisfaction it gives.

Now this owner is able to buy because the price is favorable and the terms within his means. That picture in his mind is the opportunity for your getting his business through forceful selling.

★ ★ ★
DON'T wait for him to come to you. The job of changing that wish into action is yours. The volume of business possible once you get into the swing of handling it is something far larger than any Hudson-Essex man has yet known.

★ ★ ★
HUDSON-ESSEX "family fleets" are becoming numerous. One dealer writes us:

"We have a family with nine Hudson and Essex cars who soon are to take delivery on two more. They now have coaches, a speedster, a touring, a cabriolet, a brougham, a sedan, and more coaches." That is an exceptional record and was scored in a medium-sized city.

Another writes from a larger city: "To the head of a paper company we have sold twelve Hudson and one Essex car. We sold two 1925 Hudsons to them in one week, which is not so bad. We are confident of closing another sale before the month is out."

Now, any number of reasons might sell a family one or two cars of a make, but only quality and satisfaction make records like these.

Fight--Standstill--or Stall

(Continued from Page 1)

have. We do not propose to rest on any laurels won this year—the year isn't over.

Anyone could standstill or stall but we are going to fight to keep the greatest advantage ever attained by a line of motor cars. With the product right, prices lower than ever, with thousands of satisfied owners cheering for us—Oh! what a chance for us all to fight and win. Not in the spring, but NOW—1925 all year.

What decision are you going to make? It's still a free country and you won't go to jail whatever you decide. But for fighters now you have—Essex Coaches at \$765—Hudson Coaches at \$1165—Broughams at \$1450—Sedans at \$1650. There are thousands of buyers who are ready to accept the decision of thousands of satisfied owners. This line is the World's Greatest Buy more than ever.

Better prices—Better cars—Better terms—Better opportunities.

To yearn for wealth and progress and at the same time yearn for freedom from responsibility and fight for your share is utter folly.

Write your own ticket.

WE KNOW the Hudson-Essex selling organization is determined on greater volume. September was the greatest month in Hudson-Essex business in many localities, due to special efforts made. The impetus of this success carried into October, and now is showing its force in November. In some places Hudson-Essex sales have exceeded all other "sixes" COMBINED. Such effort deserves—and obtains—its appreciation and due rewards.

Essex Smoothness and Quality

HERE is something on the why of smooth Essex performance: The crankshaft is balanced on a highly sensitive machine that detects the slightest tendency toward vibration. The

Essex shaft is held to the same high degree of perfect balance as the famous Super-Six.

The main bearings of the crankshaft are ground to as close limits as any automobile built—price regardless. No finer work CAN be done.

Every piston is weighed.

Every connecting rod is weighed.

Then the whole assembly is weighed. Everything must be right.

This complete and careful series

of inspections to insure perfect workmanship in the vital units of the motor—together with others—is most unusual. But more important, even, is the Super-Six principle, an exclusive Hudson-Essex method of design which for ten years has been unexcelled in producing smooth-running and reliable cars.

Let your prospects ride and drive the Essex; its performance, the results of this care and workmanship, will be your best selling talk.

Dynamite!

Bringing Up the Sales

ONE distributor has put on a "Dynamite" selling campaign in his retail territory, with a lot of business-getting features. If you are interested and wish details, just write in. Here is the campaign:

1 —A lower down payment and longer terms has been obtained on the Essex Coach. All finance companies are co-operating.

2 —Factory list price, also the down payment price, prominently painted on all showroom windows.

3 —Two hundred cards being printed, about 18 by 24 inches, with prices and down payments. These are being distributed in stores, barber shops, garages, clubs, ice cream parlors, etc.

4 All salesmen's cars to carry tire covers painted with list prices and down payment prices.

5 —Tags with similar stories being printed and attached to cars parked on the street, on door knobs, in garages—anywhere.

6 —A special drive on demonstrations. The demonstrator is on the street continually demonstrating to anyone possible; this is in addition to the hundreds of rides which the sales force is giving wherever possible.

7 —Salesmen are assigned to every factory in the city with more than 25 employees. Co-operating being extended to superintendents, foremen and other employees. Arrangements made to display cards in factories.

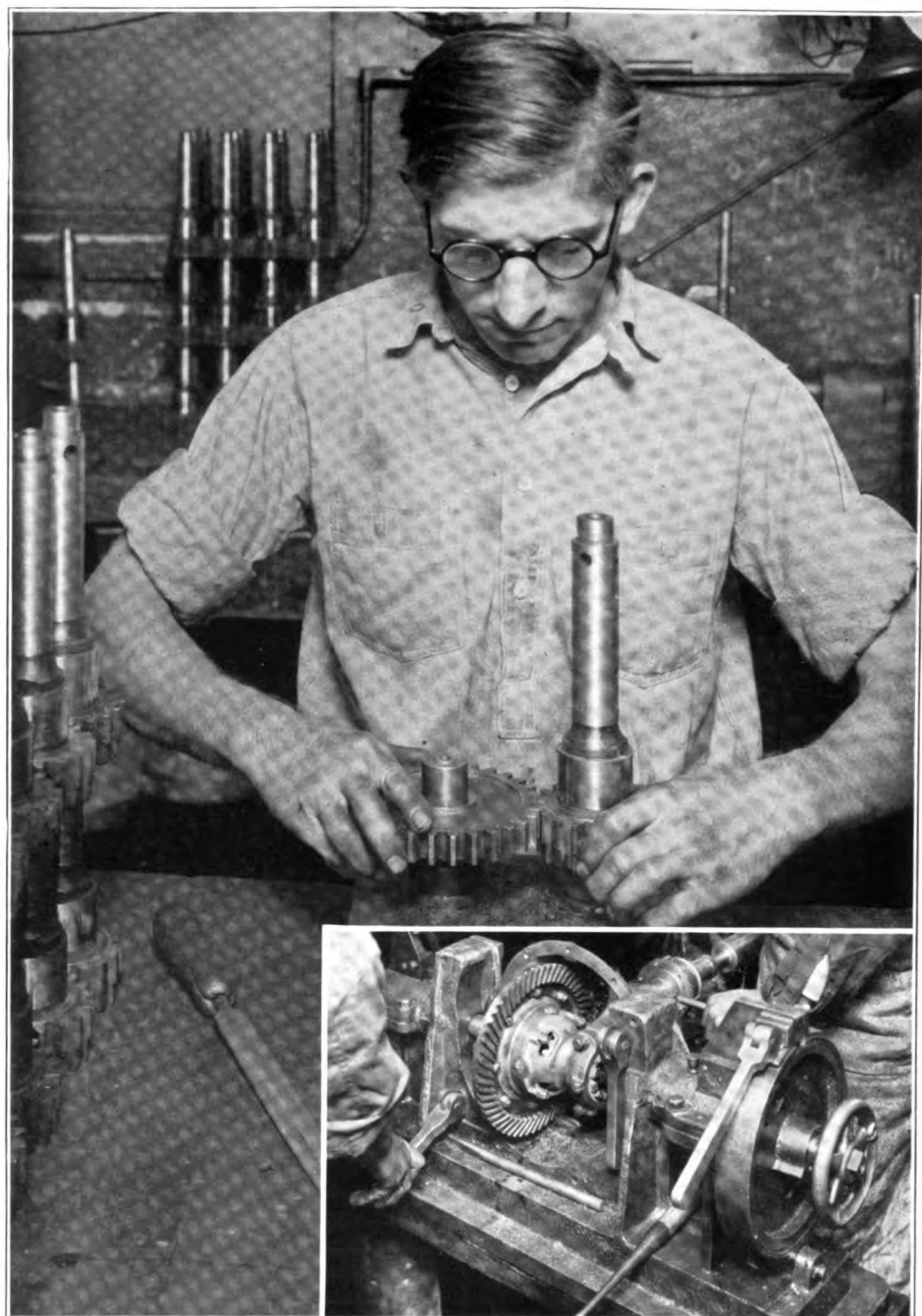
8 —Flying Squadrons of Essex coaches organized—composed of all cars available, *in groups*. These go wherever large numbers of men are congregated. This Flying Squadron equipped with literature descriptive of the cars, the prices and the terms.

9 —This campaign to cover both the sale of new and used cars, with the used car stock kept closely in mind.

It is not claimed that these ideas are new or original. But they are effective when they are *applied*.

The campaign is now working successfully, and it has been found that work in other directions has been energized, in addition to the methods here described.

Matching Gears in the Essex



IF a man is purchasing an expensive motor car, he will naturally expect the gears to be carefully matched to insure a noiseless transmission. With the Essex he obtains this high grade of workmanship in a car which lists at only \$765.

In a room especially constructed to shut out noise, expert Essex workmen fit together by hand the gears which make up the transmission. "Master gears" are not used, but the actual ones which must work together for the life of the car.

This is careful, painstaking hand work and can be performed only by experts. Any slight imperfections they correct by careful use of the file.

All transmission units are held to close accuracy in their manufacture,

but these operations and inspections are added to give the final certainty of high quality. Essex volume is large, but time is always taken to maintain standards of quality of which this operation is typical. It is the same operation as takes place on the Super-Six gears.

The smaller illustration shows how painstaking work of the same nature keeps Hudson and Essex axles quiet. When you sell the Essex you are handling a real quality car.

Ride And Drive and Sell

ANY salesman can work more effectively if he is following a particular system than if he lets the haphazard events of the day fix his efforts. Therefore this suggestion offered to help business:

Ride, Drive and Sell is a program that will help you, *individually* in this season of the year. Unsought and "walk-in" business will slow up. You must have a selling plan which will seek out buyers and close them.

★ ★ ★

A PLAN based on asking small "four" owners to ride and drive an Essex is fundamentally right. There are great numbers of them, and they want an Essex.

That is, they want a car that rides well, steers easily, runs along smoothly and quietly. Your job is to show them that the Essex is that car and that they can afford it. Let them ride and drive.

★ ★ ★

MAYBE the "World's Greatest Salesman" is the man who owns that "four" and wants you to buy it. Your job is to reverse that process of selling. You will always have that problem—so why try to dodge it?

One famous sales manager said that no salesman's job has begun until his prospect had said "No" at least once. Your job of selling begins in making this man want your car more than his old one. You can remind him that he may make such a good job of selling his old car that he'll make a poor one of buying his new one.

If you seek out your prospects, rather than waiting these salesmen to call and present their propositions to you, this problem will abate.

★ ★ ★

DO YOU ever try, cold turkey and barehanded, to sell one of these "four" owners as you see him on the street? Do you ever brace one of them to ride and drive with you, just for a few minutes to learn about the Essex car?

When you are shy of definite prospects to follow, do you start to see a certain number of these owners and talk to them?

You really aren't tackling them "cold." They are mentally ready. Most of them know of the Essex in a general way and would like to have one; they might appreciate your interest. Every one is a possible buyer. Whether they buy now or wait until next spring's rush may be wholly up to you.

A Selling Stunt that Sold



Letters of wood one-fourth inch thick, painted with white enamel, hang on the door handle and the lower hinge, opening with the door. They are readily removable and are carried back of the rear cushion when the Caravan is broken up and the cars used for demonstrating.

THE best selling stunts are those which not only are spectacular and unusual but are carefully thought through in all detail. One Northwest distributor recently staged an Essex Caravan so fully and carefully planned that it resulted in greatly stimulated business for all dealers in his territory.

His Caravan was made up of six Essex coaches. They were driven by five salesmen and one service mechanic.

For the sides of the cars 36-inch letters were prepared from non-warping laminated board. These letters hung from the door handles, and were easily removed for demonstrations—during which they were stored behind the rear seat.

Each car also had a banner "Ask for a Ride" across the windshield; a "New Low Price" pennant on the filler cap; and the delivered price of the car on the side windows.

Formed a Parade

When the Caravan arrived in a city, the cars individually were driven about the streets for a time. Then, when the public began to wonder what it was all about, the cars assembled in the proper order forming the word "E-S-S-E-X"—6 and paraded through the main streets.

But all this to date had been simply setting the stage for the main play. The idea was not to put on a show but to obtain prospects. The drivers now asked men and women who showed any interest in the cars to have a ride.

Everyone Ready to Ride

The newspapers for a day or so previous had carried special advertisements, featuring the headline, "Ask for a Ride in an Essex." In some towns the whole event was called and advertised as Essex Day. Under these circumstances, the public generally felt like taking the ride. Some who had read the advertise-

ments 'phoned to have a car sent them for a demonstration. Those who rode were not immediately asked to buy, but if they disclosed an interest in motor cars they were taken to the Hudson-Essex showroom.

Sold Out the Stock

Results were uniformly good. In every case where the dealer had cars on hand, he immediately cleared his whole stock. There was such a demand for cars that dealer co-operation was asked to keep the Caravan intact. Nearly every dealer felt such a revived interest that he ordered in an extra shipment of Essex, in addition to clearing his stock.

When the Caravan visited one town, the dealer said he did not think there was one man in the city interested in a car whom he did not know. Yet the Caravan resulted in three immediate and direct sales besides furnishing additional leads. It proved, too, that no one knows all the car buyers of any community.

Sold Three En Route

In one city 12 immediate sales were made. Along another route three sales were practically made before the Caravan reached the show city.

The immediate sales were large enough to more than justify all expenses, not counting at all the great deal of advertising and talk which the stunt created. It was the careful preparation to assure the Caravan of a large number of prospects who would ride and drive the Essex cars which made it a distinctive, outstanding sales success.

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